

Set	Items	Description
S1	535143	(COMPUTER? OR VIDEO? OR ELECTRONIC? OR DIGITAL? OR WEBBASE? OR WWW OR WORLD()WIDE()WEB OR ONLINE) (S) (GAME? OR CONTEST? OR COMPETITION? OR RPG?) OR VIDEOGAME? OR COMPUTERGAME?
S2	2861518	AD OR ADVERTIS? OR COMMERCIAL()SPOT OR BANNER? OR PREVIEW? OR (PROMOTIONAL OR SALES)()MESSAGE?
S3	105504	S2(5N) (MULTIPL? OR SEVERAL? OR SELECT? OR MANY OR PLURAL? - OR ADDITIONAL?)
S4	7792764	DOWNLOAD? OR SEND? OR RECEIVE? OR ONLINE OR ON()LINE? OR T- RANSMIT? OR TRANSMISSION?
S5	7053	S1 AND S3
S6	5856	S1 (3N) S2 (5N) S4
S7	329009	S2(5N) (SWITCH? OR CHANGE? OR MODIF? OR NEW? OR REPLACE? OR ALTER? OR ROTATE?)
S8	17035	S1 AND S7
S9	472	S1(S)S3(S)S4
S10	84	S7(S)S9
S11	62	RD (unique items)
S12	18	S11 NOT PY>1995
S13	16	S12 NOT PD=950630:970530
S14	16	S13 NOT PD=970530:990530
S15	16	S14 NOT PD=990530:2000601
File	15:ABI/INFORM(R)	1971-2000/May 31 (c) 2000 Bell & Howell
File	9:Business & Industry(R)	Jul/1994-2000/May 31 (c) 2000 Resp. DB Svcs.
File	623:Business Week	1985-2000/May W3 (c) 2000 The McGraw-Hill Companies Inc
File	810:Business Wire	1986-1999/Feb 28 (c) 1999 Business Wire
File	275:Gale Group Computer DB(TM)	1983-2000/Jun 01 (c) 2000 The Gale Group
File	624:McGraw-Hill Publications	1985-2000/May 31 (c) 2000 McGraw-Hill Co. Inc
File	813:PR Newswire	1987-1999/Apr 30 (c) 1999 PR Newswire Association Inc
File	636:Gale Group Newsletter DB(TM)	1987-2000/Jun 01 (c) 2000 The Gale Group
File	621:Gale Group New Prod. Annou. (R)	1985-2000/Jun 01 (c) 2000 The Gale Group
File	16:Gale Group PROMT(R)	1990-2000/Jun 01 (c) 2000 The Gale Group
File	610:Business Wire	1999-2000/Jun 01 (c) 2000 Business Wire.
File	148:Gale Group Trade & Industry DB	1976-2000/Jun 01 (c) 2000 The Gale Group
File	20:World Reporter	1997-2000/Jun 01 (c) 2000 The Dialog Corporation plc

15/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 2000 Bell & Howell. All rts. reserv.

01011609 96-61002

**The missing link**

Reisman, Richard R  
CD-ROM Professional v8n4 PP: 66-74 Apr 1995  
ISSN: 1049-0833 JRNL CODE: LDP  
WORD COUNT: 4192

...TEXT: 799 Broadway, New York, NY 10003; 212/673-0225; Fax 212/673-0226.

CD-ROM/**Online** Hybrid Product Application Examples Updates and Supplements  
Magazines: new issues Newsletters: new issues Encyclopedias: updates...

... new entries Financial data: latest prices, statistics Legal data: regulations, cases Sports: latest scores, statistics **Games** : additional **games** , puzzles, etc. Recipes: new recipes Medical information: updates, topical features Tax programs: revised forms, instructions Catalogs: prices, new items, deletions Software products: updates Software samplers: unlock keys **Advertisements** : **additional** information Product information: **new** items, specs, supplements Government information: regulations, forms Responses and Inquiries Catalogs: ordering Surveys: responses Polls and **contests** : responses, entries Advertisements: **electronic** bingo cards Customer information: registrations, demographics

15/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 2000 Bell & Howell. All rts. reserv.

00175953 82-17514

**Microwave: Comes the Revolution**

Tuck, Edward F.  
Telephone Engineer & Management v86n13 PP: 47-51 Jul 1, 1982  
ISSN: 0040-263X JRNL CODE: TEM

...ABSTRACT: in the market, developing and aggressively selling new products. Microwave dwarfs other forms of telephone **transmission** , and 1982 will be a **banner** year for microwave, with **many new** companies entering the arena. The independent telephone company (telco) is in an especially advantageous position...

... The marketplace is changing in many ways, such as: 1. industrial users beginning to buy **digital** microwave, 2. availability of completely new equipment for Local Data Distribution Service, and 3. **competition** by satellite services with transcontinental microwave for the 4 GHz band. Thus, many new products...

... installation and removal. 2. Rockwell Collins has a new highly bandwidth-efficient version of their **digital** microwave. 3. Local Data Distribution has a new local packet distribution and switching system based ...

15/3,K/3 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 2000 Bell & Howell. All rts. reserv.

00171738 82-13299

**The Industry in Transition**

Kalla, Susan  
Satellite Communications v6n4 PP: 53-54 Apr 1982  
JRNL CODE: SAC

...ABSTRACT: the telecommunications industry. Carriers are becoming multipoint distributors, and they are placing increasing emphasis on **video**

and data services to supplement their traditional voice offerings. Satellite networks are being assembled by both carriers and broadcasters to **transmit electronic news**, syndicated programming, and **advertising** to **multiple** sites. Broadcasters, no longer limiting themselves to television and radio **transmissions**, are beginning to deliver teletext to private customers. As **competition** between the 2 segments increases, the marketplace will replace regulatory bodies in determining fair prices...

15/3,K/4 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

01803371 SUPPLIER NUMBER: 17188694 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**A resurgent Prodigy pauses to regroup. (Agency Life) (Column)**  
Smith, Dawn  
Marketing Computers, v15, n5, p13(1)  
May, 1995  
DOCUMENT TYPE: Column ISSN: 0895-5697 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 517 LINE COUNT: 00047

... in the wings for this feature before signing on with the service. Ek sees automobile, **electronics** and financials ads as "naturals," while consumer goods such as soft drinks rely heavily on the interactive **contests** and promotions that are a staple on CompuServe and America **Online**. But the delay of P2 until the fall--effectively a release date after the launch...

...the first to offer Web access. What Prodigy delivers next month in terms of its **new** look for editorial and **advertising** may determine whether it is staying ahead of the **game** ---or losing ground again.

15/3,K/5 (Item 1 from file: 624)  
DIALOG(R)File 624:McGraw-Hill Publications  
(c) 2000 McGraw-Hill Co. Inc. All rts. reserv.

0567384  
**AMERICAN PUBLISHING** **BUY**  
S&P's Emerging & Special Situations April 27, 1994; Pg 1; New Issues Supplement  
Journal Code: ESS ISSN: 0882-5440  
Section Heading: SPOTLIGHT RECOMMENDATION  
Word Count: 715 \*Full text available in Formats 5, 7 and 9\*

TEXT:  
... revenues are expected to increase at a faster pace this year than they have for **several** years. However, retail **advertisers** remain tentative. **Competition** from **new** media for the **advertising** dollar is growing. The Sun-Times may be the vehicle the company uses to eventually diversify into other media, including incipient **online** services which industry innovators have been starting. The prospectus mentions no such plans, but we...

15/3,K/6 (Item 1 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

02685366 Supplier Number: 45445826 (USE FORMAT 7 FOR FULLTEXT)  
**Cable television picks up speed in Latin America**  
Market Latin America, v3, n4, pN/A  
April 1, 1995  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 603

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...such as Canal Fox, HBO Ole, and MTV Latino. European networks do little more than **send** their international signal to the region. The degree of market-specific programming varies from network...

...regional advertising campaigns is obvious. Multinationals such as British Airways, Coca-Cola, and Kodak are **advertising** on channels spanning the region. **Many** more are developing pan -regional campaigns using not only one television commercial to cover Latin...

...country to country basis. The bare breasts that flash across an Argentine television screen would **send** the fist of a Mexican censor slamming down. Getting companies to advertise on cable, despite...

...percent of all advertising spending in 1993. Experts see two main factors at fault: cable **advertising** is a relatively **new** concept here, and reliable market data (ratings) are hard to come by. The first hurdle...

...cleared with time and an increasing awareness among advertisers and agencies. And increased demand and **competition** will improve data, along with U.S.-based A.C. Nielsen's push into Latin...

...deals in Argentina: Continental Cablevision of the United States buying 50 percent of local operator **Video** Cable Comunicacion (VCC) and TCI's 80 percent purchase of Cablevision SA. Both deals came...

15/3,K/7 (Item 2 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2000 The Gale Group. All rts. reserv.

02683352 Supplier Number: 45442536 (USE FORMAT 7 FOR FULLTEXT)

**EDGE OF CHAOS: Current Perspectives on Interactive Advertising Paul Kagan Conference on Interactive Advertising**

Multimedia & Videodisc Monitor, v13, n4, pN/A

April, 1995

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 2861

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...Inc. By Joseph Serino JORDAN, MCGRATH, CASE & TAYLOR The recent Paul Kagan Conference on Interactive **Advertising** featured **several** dozen **advertisers**, production companies, and channel providers, who offered some cogent opinions, informed perspectives and practical approaches...

...Tower Place, Carmel CA 93923, 408/624-1536, fax 408/625-3225).

Advertising in the **Digital** Era \* Mark Hauptschein (director strategy/business development, Ameritech Corporation) said that the transition to interactive...

...a Godiva Internet site that informs about the "lusciousness of chocolate" and also includes an **online** candy store. Hauptschein commented that interactivity must be thought of as a content medium and...

...president, Microsoft Advanced Technology Division; creative director of the pending Microsoft Network) described the current **online** services market as the "first step up the bandwidth scale," with communications being the current...

...David Reese (president, ACTV Entertainment) separated interactivity into the following categories: Information services; transaction services; **video** -on-demand; play-along; **video games**; and personalized television. ACTV has a fully functioning interactive television system, but hasn't met ...

...Via Roble, Carlsbad CA 92009, 619/431-8801). \* Greg Eckstrom (director

of advertising development, Interactive **Video** Enterprises) said that US Avenue, the company's interactive shopping service, is scaling down its...

...s to JC Penny." He said that it is important to develop applications "with the **electronics** in mind," referring to the fact that different consumers have different system capabilities. He also...by allowing "agents" to select appropriate infomercials for consumers interests, and by allowing for the **downloading** of infomercials for viewing when convenient. \* Bud Paxton (chairman/CEO, Paxton Communications) called for more...

...television and went so far as to call infomercials the "great hope of consumer marketing." **Online** Explosion \* Ted Leonsis (president, America **Online**) disagreed with the general consensus that interactivity is still in a totally R&D stage...

...handle only three to twelve simultaneous callers. He compared the cruise ship industry to the **online** services industry. In surveys of potential cruise ship customers, consumers said that they wanted to...

...city before they return to the ship and do it again. Leonsis said that Apple **Computer**'s 2 Market shopping service on AOL has a \$78 average purchase, which is two...

...a-half times the average paper catalog order. According to Leonsis, 50,000 hours of **online** shopping time was clocked in the first month following To Market's debut. Leonsis characterized...

...dominate in the interactive world. He offered the following guidelines for successfully merchandising and advertising **online**: For merchandising, provide 1) a comprehensive assortment of products that represent the complete product line...

...interactive information, with a real point of difference; 2) multimedia support -- text, graphics, sound, and **video**; 3) a full range of communications options -- e-mail, bulletin boards, and chat; and 4...

...Plains NY 10601, 914/448-2496). \* Dan Burns (former director of Delphi/Internet) said that **online** services are good for providing easy access to "considered" purchases, gifts, and transaction-related products ...as it currently exists will disappear. He noted, "Since Great Britain doesn't have commercial **online** services, the Internet is the center of activity." He reported that 40 percent of **online** users (including business services) are women. **Online** Explosion II \* Christina Ford (vice president of business development, Citibank Corporation) related the story of...

...at a banking trade show. Attendees came up to her and asked, "Where's the **game**?" When she told them that there wasn't any, they left. Ford warned that just scanning print materials **online** isn't useful -- saying that interactive services aren't about technology, but "about building awareness..."

...said that advertising will be the killer interactive applications only when: 1) a McDonald's **download** doesn't take three hours; 2) the \$30,000 you paid to the Hot Wired Internet address actually gets some users to register 3) America **Online** can be specific about what you get for \$300,000; 4) women dominate; 5) e-mail addresses are in print ads; 6) the number of **online** ads exceeds the numbers of interactive advertising conference sessions; and 7) a Time Warner FSN...

...is about personalization of information. Furthermore, advertisers are global publishers whenever they are doing anything **online**, and "they'd better be prepared for it" (One Park Avenue, New York NY 10016...

...3500). \* Robert Mainor (vice of marketing, Compuserve Inc.) said that one must always remember that **online** use is a question of "disposable time." He categorized the leading reasons for getting **online** as, "sex, Microsoft, sex, sex, sex, sex, Borland, sex, and sex." He also recommended

that...

...Interactive) said Virgin is releasing 42 titles this year. "I am interested in bartering in-**game** advertising in exchange for media planning, in-ad and on-pack mentions, and in-pack coupon distribution," he said. Virgin also would consider putting TV spots into **games** (18061 Fitch Avenue, Irvine CA 92714, 714/833- 8710). \* Ken Koppel (president of Contentware) said...

...through an urban street scene ending at the store. He rhetorically asked, "Is this a **game** or shopping? If you can't tell, you're doing something right." He reported that...

...Touch, the new media group of Jordan, McGrath, Case & Taylor, a mid-sized full service **advertising** agency based in New York. He may be reached at 212/326-9409, fax 212/326-9298.

15/3,K/8 (Item 3 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

02542181 Supplier Number: 45125397 (USE FORMAT 7 FOR FULLTEXT)  
**The 1:1 Perspective By Don Peppers And Martha Rogers New Technology And Old Marketing Don't Mix**  
Electronic Marketplace Report, v8, n21, pN/A  
Nov 8, 1994  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 799

(USE FORMAT 7 FOR FULLTEXT)  
TEXT:

...prominent trade publication was to initiate a special section on "Interactive Media" in every issue. **Many** companies, **advertising** agencies, and major media have hired or created "new media" departments. It sounds very in...

...they are trying to strap it on to an older, totally irrelevant form of marketing **competition**. But you can't strap interactive media on to increase the effectiveness of mass marketing...

...always remembered their relationships with companies. Ground Rules Change This ability to establish and maintain **electronic** relationships changes the ground rules of the marketing proposition. Traditional mass marketers relied on sampling...

...In October, Rep. Edward Markey, chair of the House Telecommunications and Finance subcommittee, blasted America **Online** 's decision to sell its subscriber list to direct marketers. His position was that privacy...

...besides identities -- about individual consumers. Marketers would have to use codes within the AOL host **computer** to reach willing consumers. Ironically, AOL is struggling financially in order to maintain the "non-commercial" policy of its **online** service. Yet it has no qualms about turning over the names of its subscribers, indiscriminately, for pennies apiece. Apparently, America **Online** doesn't "get it," so we can hardly find much fault with **advertisers**, their agencies, and traditional **news** reporters. The technology offers new and lucrative business opportunities, but only for organizations that recognize...

...each customer gives him the basis for meeting that customer's needs better than the **competition** can; The information depends on an ongoing dialogue between the company and the customer; Getting...  
...the 1:1 future. Technological developments do not merely offer traditional mass marketers a new **electronic** toolbox that will allow them to **send** junk mail at light speed. In fact, interactivity is irrelevant to mass marketing (and vice...)

15/3,K/9 (Item 4 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

02508669 Supplier Number: 45043027 (USE FORMAT 7 FOR FULLTEXT)

**Miller Expands Ad Relationship With NTN**

Electronic Marketplace Report, v8, n19, pN/A

Oct 4, 1994

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 525

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...network in hospitality locations. The NTN Entertainment Network broadcasts, via satellite, interactive sports and trivia **games** in more than 2000 North American bars, restaurants and hotel lounges. The **games** are shown on TV monitors, with viewers playing against other participants in their own location...

...month. Miller has been advertising its Miller Lite brand on QBl, a live interactive football **game**, and Miller Genuine Draft on Showdown, an interactive trivia program, for two years. The new agreement calls for Miller to sponsor QBl and Showdown and **receive** four 15- second ad spots per hour during NTN's 14-hour broadcast day. Advertisers...

...if Miller's advertisements will be truly interactive -- Miller officials were unavailable for comment. However, **several** NTN **advertisers** have recently used their NTN ads to gauge consumer awareness of their products and build...

...limits its advertising base, for the most part, to liquor marketers and car makers. Limited **Ad** Base Leads To **New** Locations, Apps To attract more **advertisers**, NTN is trying to reach consumers in other locations. NTN will become part of Main...

...Motorola (see next story). NTN is also seeking growth by leveraging its technology for new **electronic** marketplace applications. Over the summer, the company teamed with luxury car maker Lexus to conduct an **electronic** auction of pre-owned Lexus cars among Lexus dealerships across the Western U.S. The...

...view images of pre-owned cars and bid against each other -- in real time -- through **electronic** signals carried by standard telephone lines. Bids were processed at NTN's Carlsbad, CA, headquarters...

15/3,K/10 (Item 5 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

02422001 Supplier Number: 44812573 (USE FORMAT 7 FOR FULLTEXT)

**Business Information Centers: Corporate America Comes On-line**

Interactive Facts, v1, n16, pN/A

July 4, 1994

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 1775

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...starting to be answered by "Business Information Centers" which are popping up on the commercial **on -line** services, as well as the Internet. Interactive is well suited for these outlets and is...

...they've been in existence, BICs are already offering consumers an astounding amount of information. **On -line** networks are a world where

space is-at least for the moment-both cheap and...

...refers to this approach as "Ready, Shoot, Aim." For now, it's probably a good **game** plan, especially for a service like Prodigy which is in a heated battle for survival...

...three BICs currently available in cyberspace: Prodigy: Ford Motor Company Arguably the most visually stimulating **on -line** service, Prodigy provides full-motion graphics and easy-to-use icons that let you stroll...

...information about any car in their lineup. You select "Mustang" and are treated to a **computer** -generated image of the car, the base price (MSRP) and other general data about the...can upload a file if they want to share the information with the world or **download** one, if it interests them. Examples of these files could be Bill Gates' latest speech...

...a glitch in the latest version of their popular Excel spreadsheet program. CompuServe users could **download** the revised file quickly without having to return their program to a store or waiting...

...t figure out how to make your software work with your new HP4 printer, go **on -line** , tell the world about your problem, and sit back for the reply. Chances are someone...

...enough, Chicago is reported to have the built-in capability to access Microsoft's new **on -line** service which will soon compete with the existing **on -line** services. It's sort of like CBS **advertising** their **new** fall lineup on ABC. Microsoft also gives users the names, addresses and phone numbers of...

...or even CompuServe. One firm that recently opened an Internet BIC is Cambridge, MA-based **Electronic** Newsstand Inc. Their mall, known as "The **Electronic** Newsstand", is mainly devoted to publishers trying to peddle subscriptions. However, they have also signed...

...worthwhile content, the number of BICs on all the networks will explode. Questions remain: How **many** BICs are useful to an **advertiser** ? Should marketers treat the opportunity like a retailer and try to open up as many stores as possible on the different **electronic** malls or just stick to one main area? (After all, location, location, location will probably...

15/3,K/11 (Item 6 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

02030409 Supplier Number: 43682159 (USE FORMAT 7 FOR FULLTEXT)

#### CATALOGS VERSUS MAGAZINES

Shopper Report, pN/A

March, 1993

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 545

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...a turning away from print. One reason is that print magazines have much more direct **competition** from TV magazines -- with yet another new one anchored by Forrest Sawyer being introduced this...

...right to them with extensive product information delivered at a time they are ready to **receive** it. A new magazine from Sony sounds like it will be an FSI with some lifestyle editorial components that will be sold primarily at consumer **electronics** stores. Consumers may actually be willing to pay for it even if it is mostly advertising for Sony products. Once they are visiting a consumer **electronics** store, many consumers are receptive to good **electronics** product information so they could find a big book of advertising useful and worth paying for. Magazine publishers and **advertisers** need to ask a **new** set of questions about a new



generation of information users. **Video** magazines are giving consumers some of the informative entertaining they once got from their favorite magazines. But **competition** from TV magazines seems much less important than the amount of magazine space devoted to...

...getting it ready to read." One of the things that we learned in working with **VideOcart** was that **many** consumers welcome point of sale **advertising** when it's relevant and useful. Besides, the higher credibility of retail advertising (see What...

15/3,K/12 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2000 The Gale Group. All rts. reserv.

03845794 Supplier Number: 45506536 (USE FORMAT 7 FOR FULLTEXT)  
**A Restaurant Prodigy Pauses To Regroup**  
Marketing Computers, p13  
May, 1995  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 530

... in the wings for this feature before signing on with the service. Ek sees automobile, **electronics** and financials ads as "naturals," while consumer goods such as soft drinks rely heavily on the interactive **contests** and promotions that are a staple on CompuServe and America **Online**. But the delay of P2 until the fall--effectively a release date after the launch...

...the first to offer Web access. What Prodigy delivers next month in terms of its **new** look for editorial and **advertising** may determine whether it is staying ahead of the **game** --or losing ground again.

15/3,K/13 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2000 The Gale Group. All rts. reserv.

03307440 Supplier Number: 44569135 (USE FORMAT 7 FOR FULLTEXT)  
**Blockbuster's NewLeaf Turning Over Slowly**  
Billboard, v0, n0, p5  
April 2, 1994  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; General  
Word Count: 476

... Romero, CEO of the joint venture called NewLeaf Entertainment, told retailers that NewLeaf will test **downloading video games** in the first half of this year and begin production in the second half. By summer, he added, customers at some Blockbuster Music Plus stores should be able to browse **electronically** through music catalogs and **preview selections**.

Romero also said that **NewLeaf**, of which Blockbuster owns 60% and IBM 40%, would become a separate, publicly owned company...

15/3,K/14 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

07232190 SUPPLIER NUMBER: 15316705 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Blockbuster's NewLeaf turning over slowly; digital delivery is still 12-18 months away. (Blockbuster Entertainment, NewLeaf Entertainment) (Brief Article)**  
Jeffrey, Don  
Billboard, v106, n14, p5(1)  
April 2, 1994  
DOCUMENT TYPE: Brief Article ISSN: 0006-2510 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT  
WORD COUNT: 494 LINE COUNT: 00038

... Romero, CEO of the joint venture called NewLeaf Entertainment, told retailers that NewLeaf will test **downloading video games** in the first half of this year and begin production in the second half. By summer, he added, customers at some Blockbuster Music Plus stores should be able to browse **electronically** through music catalogs and **preview selections**.

Romero also said that **NewLeaf**, of which Blockbuster owns 60% and IBM 40%, would become a separate, publicly owned company...

15/3,K/15 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

06802100 SUPPLIER NUMBER: 14390559 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Virtual unreality. (computer games featured at 1993 Consumer Electronics Show in Chicago, Illinois)**  
Addams, Shay  
Compute, v15, n10, p84(1)  
Oct, 1993  
ISSN: 0194-357X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 719 LINE COUNT: 00055

TEXT:

...virtual-reality option, created "exclusively for journalists unable to travel to Chicago for the Consumer **Electronics** Show." Due to a telecommunications glitch caused by one whopping big sunspot, I inadvertently entered the **online** virtual world of TSN (The Sierra Network)--and spent the next three days trying to...

...time to catch the last flight out of Tucson and see demos of all the **new games previewed** at CES--**several** of which should be on the shelves by the time you finish this sentence.

15/3,K/16 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

05138961 SUPPLIER NUMBER: 10589605 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Intellectual freedom in an electronic age. (PC Monitor)**  
Nielson, Brian  
Online, v15, n3, p88(3)  
May, 1991  
CODEN: ONLID ISSN: 0146-5422 LANGUAGE: ENGLISH RECORD TYPE:  
FULLTEXT  
WORD COUNT: 2450 LINE COUNT: 00190

... a flat-rate service (now \$12.95 a month), and is distinguished from any other **online** service I know of by its inclusion of **advertising** as an **additional** revenue source. As a home **electronic** shopping service, Prodigy enables the user to submit catalog orders to Sears directly, to check...

...status, and to "shop" as well with many other companies who have space" on this **electronic** bulletin board. The graphical interface includes a window on most screens (sort of an inch-high ribbon across the entire bottom of the main display area) in which **advertisements** are displayed; a **new ad** appears below practically every request the user makes in the upper "work area" of the display. Offering wire service news, weather, **electronic games**, the Academic American Encyclopedia, and conferencing, Prodigy clearly derives income not only from the monthly...

Set	Items	Description
S1	70565	(COMPUTER? OR VIDEO? OR ELECTRONIC? OR DIGITAL? OR WEBBASE? OR WWW OR WORLD()WIDE()WEB OR ONLINE) (S) (GAME? OR CONTEST? OR COMPETITION? OR RPG?) OR VIDEOGAME? OR COMPUTERGAME?
S2	290482	AD OR ADVERTIS? OR COMMERCIAL()SPOT OR BANNER? OR PREVIEW? OR (PROMOTIONAL OR SALES)()MESSAGE?
S3	10956	S2(5N) (MULTIPL? OR SEVERAL? OR SELECT? OR MANY OR PLURAL? - OR ADDITIONAL?)
S4	767504	DOWNLOAD? OR SEND? OR RECEIVE? OR ONLINE OR ON()LINE? OR T- RANSMIT? OR TRANSMISSION?
S5	822	S1 AND S3
S6	230	S1 (3N) S2 (5N) S4
S7	30640	S2(5N) (SWITCH? OR CHANGE? OR MODIF? OR NEW? OR REPLACE? OR ALTER? OR ROTATE?)
S8	1867	S1 AND S7
S9	41	S5 AND S6
S10	84	S6 AND S8
S11	100	S9 OR S10
S12	92	RD (unique items)
S13	14	S12 NOT PY>1995
S14	7	S13 NOT PD=950630:970630
S15	7	S14 NOT PD=970630:990630
S16	7	S15 NOT PD=990630:20000601
File 47:Gale Group Magazine DB(TM) 1959-2000/Jun 01 (c) 2000 The Gale group		
File 141:Readers Guide 1983-2000/Apr (c) 2000 The HW Wilson Co		
File 484:Periodical Abstracts Plustext 1986-2000/May W4 (c) 2000 Bell & Howell		

*Popular  
MAGAZINE  
Index*

16/3,K/1 (Item 1 from file: 47)  
DIALOG(R)File 47:Gale Group Magazine DB(TM)  
(c) 2000 The Gale group. All rts. reserv.

04071479 SUPPLIER NUMBER: 15475957 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Comprehensive CompuServe: electronic marketing. (part 2)**  
Hise, Phaedra  
Inc., v16, n6, p109(1)  
June, 1994  
ISSN: 0162-8968 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 396 LINE COUNT: 00031

... appeal to a variety of business owners. Here's sampling:  
\* Larry Chase, founder of the **Online Ad Agency**, a **New York City** start-up that's just a few months old, uses CompuServe to conduct...

...Knowledge Index" and "Business Database Plus," he scopes out what's been written about the **competition** and his clients. It beats flipping through back issues at the library. (CompuServe cost: \$24...

16/3,K/2 (Item 2 from file: 47)  
DIALOG(R)File 47:Gale Group Magazine DB(TM)  
(c) 2000 The Gale group. All rts. reserv.

03547660 SUPPLIER NUMBER: 10589605 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Intellectual freedom in an electronic age. (PC Monitor)**  
Nielson, Brian  
Online, v15, n3, p88(3)  
May, 1991  
CODEN: ONLID ISSN: 0146-5422 LANGUAGE: ENGLISH RECORD TYPE:  
FULLTEXT  
WORD COUNT: 2450 LINE COUNT: 00190

... my attention, through coverage in InfoWorld, was that of the Prodigy service. Prodigy is an **electronic** service developed jointly by Sears and IBM. It is a prominent part of the "bundle" that IBM offers along with its PS/1, the new **computer** with which Big Blue hopes to finally "crack" the home market for microcomputers. If you...

...where modem-equipped PS/1s are on display, often hooked up to this e-mail/**game** /reference/shopping service which has a strong graphical orientation. The service gets high marks from...

...a flat-rate service (now \$12.95 a month), and is distinguished from any other **online** service I know of by its inclusion of **advertising** as an **additional** revenue source. As a home **electronic** shopping service, Prodigy enables the user to submit catalog orders to Sears directly, to check...

...status, and to "shop" as well with many other companies who have space" on this **electronic** bulletin board. The graphical interface includes a window on most screens (sort of an inch-high ribbon across the entire bottom of the main display area) in which **advertisements** are displayed; a **new ad** appears below practically every request the user makes in the upper "work area" of the display. Offering wire service news, weather, **electronic games**, the Academic American Encyclopedia, and conferencing, Prodigy clearly derives income not only from the monthly...

16/3,K/3 (Item 3 from file: 47)  
DIALOG(R)File 47:Gale Group Magazine DB(TM)  
(c) 2000 The Gale group. All rts. reserv.

03535905 SUPPLIER NUMBER: 09851185 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Building the information highway. (national plan for communications)**  
(editorial)

Schlefer, Jonathan  
Technology Review, v94, n2, p5(1)  
Feb-March, 1991  
CODEN: TERE A      DOCUMENT TYPE: editorial      ISSN: 0040-1692  
LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT  
WORD COUNT: 872      LINE COUNT: 00069

... we live as fundamentally as highways and autos did.  
Broadband communications will not just put **video** stores out of business (you will rent **videos** over the phone lines) or provide real-time, interactive TV dial-a-porn. They will play a central role in business **competition** and in generating demand for **computers**, television, and semiconductors. Japanese estimates are that by 2015, one-third of the gross national...

...s the best route to a competitive U.S. phone network? Most everybody agrees increased **competition** will help." The regional phone companies promise to build a broadband network if they are allowed to sell information over it-television programs, **advertising**, **electronic news**

Surely, they should be allowed to **transmit** publications or television. But allowing a powerful local monopoly such as NYNEX to compete head...

16/3,K/4      (Item 4 from file: 47)  
DIALOG(R)File 47:Gale Group Magazine DB(TM)  
(c) 2000 The Gale group. All rts. reserv.

02587698      SUPPLIER NUMBER: 03457469      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Nice guys finish first; when dealing with your neighbor, a business rival, or the Soviet Union, the way to get ahead is to get along.**  
Allman, William F.  
Science'84, v5, p24(9)  
Oct, 1984  
LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT  
WORD COUNT: 5077      LINE COUNT: 00378

... high command, but not to Robert Axelrod. In fact, Axelrod says, the results of a **computer** tournament he conducted suggest that cooperation among the troops was very likely. Axelrod, a professor...

...science and public policy at the University of Michigan, is studying a simple but revealing **game** well known among **game** theorists and political scientists. Called the Prisoner's Dilemma, it gives two players an opportunity to cooperate or not cooperate with each other in a single exchange.

Though the **game** has been studied for some 30 years, there is no strategy that is best in...

...Axelrod, however, wanted to know if there was a strategy that was better if the **game** were repeated over and over again. So he recently invited authorities on the Prisoner's Dilemma to go head to head with each other in a **computer** tournament. The winning strategy was one of the simplest in the tournament. And that strategy...

...did leave a full sack, Grandma's operation would be one step closer if .

The **game** in Axelrod's tournament was similar to that of the food-and-money example: **Contestants** were asked to create a **computer** program that will generate either a C for cooperate or a D for defect. The difference was that in Axelrod's tournament the **game** would be played over and over for about 200 moves. If both programs produced a...

...discussion of why TIT FOR TAT won and why the other programs didn't. The **contestants** from the first tournament were invited to try again, and **advertisements** were placed in **several computer** magazines. This time Axelrod **received** 62 entries from six countries.

One entry, called TRANQUILIZER, started out by being cooperative and

...  
  
16/3,K/5 (Item 1 from file: 141)  
DIALOG(R)File 141:Readers Guide  
(c) 2000 The HW Wilson Co. All rts. reserv.

02029766 H.W. WILSON RECORD NUMBER: BRGA91029766

**Who will rewire America?.**

Silk, Mark.

Columbia Journalism Review (Columbia J Rev) v. 30 (May/June '91) p. 45-8

ABSTRACT: The regulations prohibiting the seven giant regional Bell operating companies (RBOCs) from getting into the **electronic** information services business have pitted the companies against an alliance of newspaper publishers and broadcast...

...lines constitutes prior restraint on their freedom of speech. Publishers and broadcasters worry about unfair **competition** from the RBOCs in areas that they have traditionally controlled, such as classified **advertising** and **video transmission**. **Newspapers** will have a tricky time providing fair treatment of an issue that so deeply affects...

16/3,K/6 (Item 1 from file: 484)  
DIALOG(R)File 484:Periodical Abstracts Plustext  
(c) 2000 Bell & Howell. All rts. reserv.

02363388 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Building and playing simulation games**

Gussin, Lawrence

CD-ROM Professional (LDP), v8 n5, p40-50, p.7

May 1995

ISSN: 1049-0833 JOURNAL CODE: LDP

DOCUMENT TYPE: Feature

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 5025

LENGTH: Long (31+ col inches)

ABSTRACT: Lawrence Gussin explores how **computer** simulations are evolving and using emerging technologies, and how they are being used in consumer, business and public policy sectors. The success of simulation **games** is detailed.

TEXT:

... grown to over 100 employees. The company has also developed several other market-leading simulation **games** --most notably, SimEarth and SimLife--and has begun publishing small affiliate developers such as Arnowitz Studios. And **electronic** communities, where players share strategies and tips about Maxis sim **games**, are thriving on **online** services. One more point to note: most SimCity 2000 buyers are affluent men between the...

...and online communications can play in these types of titles.

The popularity of these sim **games** may be tied to the way they partly fulfill a promise set out in 1980 by the M.I.T. professor Seymour Papert. "**Computers**," Papert said in his book Mindstorms: Children, **Computers** and Powerful Ideas, "could be used to bridge big cultural gaps between formalized knowledge and popular understanding." Papert speculated that **computers** would do this by making possible concrete approaches to formal data.

In terms of a...capabilities inherent to new media. Hobbyists, says Wright, represent Maxis' basic user profile for sim **games**: males (mostly), from 8-year-olds to retired planners, who in past eras would have ...

...motivators who enjoy showing off their creations. The self-motivation is reflected in each Maxis **game**'s steep, content-oriented learning curve; sociability is reflected in their emerging **online** communities.

Maxis plans to continue developing for this hobbyist base, where clubs

grow around titles...

...are other promises too, of course, including Maxis earning revenues from both program sales and **online** fees. The Maxis vision coincides directly with Multi-User Dungeons, simply called MUDs today, since the shared **online** environments now include many that have nothing to do with the original "Dungeons and Dragons" **games**. The virtual environments of today's MUDs are seen by some designers as **previewing** what **many** future **online**, higher-bandwidth applications will be like.

A first step being taken by Maxis toward the...all told, take barely 600KB of disk space; Maxis' SimCity 2000 does not, however, use **video**. Wright says **video** actually hinders simulations, because the more linear and highly-produced the media, the less possibility for interaction there is for a user. Conversely, the more a **game** is **computer**-generated, the far greater the possibilities for how it can evolve.

Wright explains that while...

...embed many of our objects with ranges of animated behaviors," says Wright.

Wright, like many **game** designers, questions the value **video** brings to **games**. He suggests that **video** loses appeal the third time through, while **game** elements are usually designed for repeatability, where the character's behavior changes, however slightly, depending on the **game** state. He contrasts multimedia with Nintendo, and says the cartridge **game** model holds more promise because it is intensely interactive.

But there are other simulation designers...

...there is a CD-ROM version of the original SimCity program by the top-tier **game** publisher Interplay. Interplay has injected a substantial dose of **video** into the title.

The Maxis SimCity 2000 CD-ROM includes the program, the SimCity 2000

...

...cities (Rome, for instance), and player-built cities that were winning entrants in company-sponsored **contests**. The added disc space is not used to beef up the **online** help system, although some wonder why at least one or another of the SimCity strategy...

...were not integrated. In the Maxis CD-ROM version, there is also no use of **video**, either to support **online** help or to provide engaging on-ramps for players who might not yet know how much fun the program can be.

"The Maxis approach to putting **sim games** on CD-ROM," says Maxis Product Development Vice President Joe Scirica, "is to view the...

...products are ones that bring creativity and ownership to player communities, and, as Wright says, **video** seems to limit the creative possibility that **computers** provide. We did shoot **video** at one point, but then decided that it made the **game** less fun."

Maxis wasn't against letting another company carry the ball in this direction...

...its multimedia version--which is now one of the company's best-selling titles. "While **game** play doesn't change, **video** is embedded," says Michael Conti, who produced the title, "to make the **game** more accessible for a mass market and help hide the learning curve players need to...

...the problem of engaging non-hobbyists. But it is easy to see Maxis' complaints about **video**: the static **video** style--and boredom of **video** content, by the third time a clip would play--seems likely to jar the **game**'s fluidity for many a player. Technology can be implemented well, however. In the case of Interplay's SimCity edition, players can always turn the **video** off.

THE "SERIOUS" SIDE: PUBLIC POLICY AND BUSINESS SIMULATIONS

While Maxis calls its simulation products...

...to education, professional practice, and even social interaction. The biggest technology issue around the SimCity **games** and their derivatives concerns not so much the particulars of interface design or the lack using

**computers** ' capacities to act on data to form an effective, virtual world of images and characters...

...on its inherent characteristics for acting on information in entirely new ways, a look at **computer** simulation **games** must be taken seriously. The combination of access to knowledge and the framework in which...

DESCRIPTORS: **Computer & video games ;**

16/3,K/7 (Item 2 from file: 484)  
DIALOG(R)File 484:Periodical Abstracts Plustext  
(c) 2000 Bell & Howell. All rts. reserv.

01876678 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Videodrome comes home**

Kanner, Bernice

New York (GNYC), v27 n10, p22, p.1

Mar 7, 1994

ISSN: 0028-7369 JOURNAL CODE: GNYC

DOCUMENT TYPE: News

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 888

LENGTH: Medium (10-30 col inches)

ABSTRACT: Sega's new **game** -playing cable TV channel is discussed. The **digital** pay-for-play channel won't be available until Sep 1994, and by Sep 1995...

TEXT:

... 15--can hardly wait," gloats channel president Stanley B. Thomas. But wait they will: The **digital** pay-for-play channel won't be available nationally until September, though a dozen cable...

...offering it this April. Even parents, says Thomas, are eager. (Recent Senate subcommittee hearings prompted **video -game** -makers to adopt guidelines similar to movie ratings, and Sega's Password for Parents system, whereby parents can block certain **games** , will give them more control.) While "concerned about overusage," says Thomas, "parents see Sega Channel...

...should house 650 Genesis games, with about 150 to be added each year.)

Players can **receive video -game** coaching and **news** , learn about upcoming **contests** , and **preview new games** --but hits like Toe jam & Earl in Panic on Funkatron will be in stores for...

...Griffin Bacal, the channel's ad agency.

Sega Channel may find itself competing with other **game** channels, as well as its own sales. (Cartridges sell for about \$40.) "We've talked...

...Nintendo channel but don't think cable is the best way to deliver an interactive-**video -game** network," admits Peter Main, vice-president of Nintendo of America, Sega's arch-rival and the only other entity with a big enough **game** library to sustain a channel. Sega's Thomas dismisses his competitor. "We're sassy, bigger...

...Playskool set." Sony has gone on record as saying that it's developing an interactive-**game** channel for adults using shows like Jeopardy! and Wheel of Fortune. And Atari, if teamed...

...may spur sales of the Genesis machine but could also cannibalize sales and rentals of **game** cartridges--or at least damage it. Rentals, which now account for more than \$1.3 billion of the \$6.2-billion **videogame** market, seem more vulnerable. Sega Channel is, after all, another way to check out a **game** . Traditionally, three of every four purchasers rent a **game** before buying.

Tom Kalinske, president of Sega of America, insists that the cable channel won't hurt the retail business. "Once channel subscribers enjoy the **game** or preview, they'll be far likelier to buy the packaged version, since the channel will feature each **game** for only a month," he says. Adds



Ted Hoff, a senior vice-president at Tengen, a **video -game** publisher,  
"Today's **games** are so complex they require many levels before the player  
becomes skillful; that translates into...  
...1992, when Daniels Cablevision and GTE Corporation offered residents of  
Carlsbad, California, home shopping and **video games** for \$9.95 in  
addition to their average \$22.95 monthly bill, just 4 percent...

...a similar concept, Playcable--launched by General Instrument and Mattel  
in the eighties during the **video -games** heyday--bombed.

None of this daunts Thomas. "Cable technology has caught up with the  
game...

Set	Items	Description
S1	52854	(COMPUTER? OR VIDEO? OR ELECTRONIC? OR DIGITAL? OR WEBBASE? OR WWW OR WORLD()WIDE()WEB OR ONLINE) (S) (GAME? OR CONTEST? OR COMPETITION? OR RPG?) OR VIDEOGAME? OR COMPUTERGAME?
S2	686164	AD OR ADVERTIS? OR COMMERCIAL()SPOT OR BANNER? OR PREVIEW? OR (PROMOTIONAL OR SALES)()MESSAGE?
S3	22289	S2(5N) (MULTIPL? OR SEVERAL? OR SELECT? OR MANY OR PLURAL? - OR ADDITIONAL?)
S4	804899	DOWNLOAD? OR SEND? OR RECEIVE? OR ONLINE OR ON()LINE? OR T- RANSMIT? OR TRANSMISSION?
S5	863	S1 AND S3
S6	502	S1 (3N) S2 (5N) S4
S7	92510	S2(5N) (SWITCH? OR CHANGE? OR MODIF? OR NEW? OR REPLACE? OR ALTER? OR ROTATE?)
S8	2712	S1 AND S7
S9	21	S5 AND S6 AND S8
S10	46	S5 AND S6
S11	46	S9 OR S10
S12	606	S1(S)S7
S13	180	S12(S)S4
S14	36	S12(5N) (MULTIPL? OR MANY OR SEVERAL? OR SELECT? OR PLURAL? OR ADDITIONAL?)
S15	54	S12(10N) (MULTIPL? OR MANY OR SEVERAL? OR SELECT? OR PLURAL? OR ADDITIONAL?)
S16	99	S11 OR S15
S17	91	RD (unique items)
S18	26	S17 NOT PY>1995
S19	26	S18 NOT PD=950630:970630
S20	26	S19 NOT PD=970630:990630
S21	26	S20 NOT PD=990630:20000630
File 278:Microcomputer Software Guide 2000/May (c) 2000 Reed Elsevier Inc.		
File 634:San Jose Mercury Jun 1985-2000/May 28 (c) 2000 San Jose Mercury News		
File 256:SoftBase:Reviews,Companies&Prods. 85-2000/Apr (c)2000 Info.Sources Inc		
File 635:Business Dateline(R) 1985-2000/May 31 (c) 2000 Bell & Howell		
File 570:Gale Group MARS(R) 1984-2000/Jun 01 (c) 2000 The Gale Group		

21/3,K/1 (Item 1 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

07336300

**GERMANY'S VISIT TO STANFORD PREVIEW OF WORLD CUP**  
San Jose Mercury News (SJ) - Wednesday, December 1, 1993  
By: DAVE PAYNE, column  
Edition: Peninsula/Am Section: Peninsula Extra Page: 8  
Word Count: 674

... more aware of the game, and the World Cup, for that matter, because of increasing **advertising** and stories in **newspapers** and **additional** exposure by the **electronic** media.

"We drew 61,132 for an exhibition match between the U.S. and Soviet...

21/3,K/2 (Item 2 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2000 San Jose Mercury News. All rts. reserv.

03534822

**THRIFTY DRUG BANS PLAYBOY, PENTHOUSE**  
SAN JOSE MERCURY NEWS (SJ) - Friday, May 2, 1986  
By: Mercury News Wire Services  
Edition: Stock Final Section: Business Page: 17E  
Word Count: 442

... another blow to adult-magazine publishers, which in recent years have faced financial challenges from **several** quarters. The magazines have been hit by **competition** from adult **video** tapes, the industry-wide decline of newsstand magazine sales, and weak advertising by tobacco and...

21/3,K/3 (Item 1 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2000 Bell & Howell. All rts. reserv.

0611464 95-67770

**Internet gin joints: No IDs required**  
Armstrong, David  
Boston Globe (Boston, MA, US) s1 p1  
PUBL DATE: 950618  
WORD COUNT: 1,232  
DATELINE: Boston, MA, US

TEXT:

...responsible drinking."

Officials with DeKuyper did not return phone calls.

In addition to pushing products, **World Wide Web** creations like the "Real Beer Page" offer an impressive directory of drinking **games** with names like "Drunk Driver" and instructions on how to play. A similar service on the Internet rates drinking **games** by "buzz factor"

Internet is a network of networks--a collection of thousands of interlinked...  
...hour or more, compared to the more traditional casual glance at a magazine or television **advertisement**, media specialists say.

The trick is offering **games**, **electronic** mail, **on-line** clubs and other entertainment while **advertising** the product. Critics say underage children are the prime target of this interactive marketing.

"What...the Federal Trade Commission. He said the commission has not

taken any action against Internet **advertisers** . **Several** groups, however, are calling on the FTC to regulate the Internet to ensure children are...

21/3,K/4 (Item 2 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2000 Bell & Howell. All rts. reserv.

0434231 93-86621  
**Atari appoints new director of marketing/advertising**  
Moslander, Mary  
Business Wire (San Francisco, CA, US) s1 p1  
PUBL DATE: 930923  
WORD COUNT: 324  
DATELINE: Sunnyvale, CA, US

TEXT:

...manufacturer in the 1980s. Prior to that he was senior vice president for the Mattel **Electronics** division of Mattel Toys. Valeski also held **several** senior positions at Teledyne Waterpik and J. Walter Thompson **Advertising** , San Francisco and **New** York.

Note to Editors: All trademarks and registered trademarks are those of their respective holders.

21/3,K/5 (Item 3 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2000 Bell & Howell. All rts. reserv.

0405283 93-56998  
**High speed messages: Sponsoring Indy car teams gives prominent advertising to firms, cash to racers**  
Markiewicz, David A  
The Detroit News (Detroit, MI, US) sD p1  
PUBL DATE: 930613  
WORD COUNT: 992  
DATELINE: Detroit, MI, US

TEXT:

...Target runs a contest, called Arie's Invitational, featuring race trivia questions, that appears in **newspaper advertisements** .

Target's promotions involve **many** of its vendors, such as Rayovac Batteries, Diet Pepsi and First Alert fire detector systems...

21/3,K/6 (Item 4 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2000 Bell & Howell. All rts. reserv.

0307765 92-54432  
**Sega Awards Advertising Account to Goodby Berlin & Silverstein**  
Van Buskirk, Ellen Beth  
Business Wire (San Francisco, CA, US) s1 p1  
PUBL DATE: 920702  
WORD COUNT: 394  
DATELINE: Redwood City, CA, US

TEXT:

...Francisco and Wieden & Kennedy of Portland, Ore.

"We have every intention of winning the video **game** battle this fall," explained Volkwein. "We believe that we have **selected** the perfect partner to raise Sega's **advertising** to a **new** level. Goodby Berlin &

Silverstein has the critical assignment of introducing Sega CD, as well as ...

21/3,K/7 (Item 5 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2000 Bell & Howell. All rts. reserv.

0287161 92-33559

**Editors See Slow Growth for Papers**

Munroe, Tony  
The Washington Times (Washington, DC, US) sC p1  
PUBL DATE: 920409  
WORD COUNT: 484  
DATELINE: Washington, DC, US

TEXT:

...wiser, better" from the industry's recent difficulties, he said.

A recession-induced drop in **advertising** has plagued **many newspapers** during the past two years. Readership stagnated as the industry faced growing competition from electronic...

21/3,K/8 (Item 6 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2000 Bell & Howell. All rts. reserv.

0279615 92-25970

**More Arena Space Sports Advertising**

Markiewicz, David A.  
The Detroit News (Detroit, MI, US) sD p1  
PUBL DATE: 920315  
WORD COUNT: 1,142  
DATELINE: Detroit, MI, US

TEXT:

...in rotating computerized ad boards placed on the scorers table, courtside. The signs of as **many** as 14 **advertisers** per **game** **change** periodically, allowing for more sponsors, and more ad dollars.

The NHL is trying to emulate...

21/3,K/9 (Item 7 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
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0251680 91-75654

**Recession Hits Ad Agencies With Fury**

Wolcott, John  
Puget Sound Business Journal (Seattle, WA, US), V12 N25 s1 p22  
PUBL DATE: 911111  
WORD COUNT: 1,816  
DATELINE: Seattle, WA, US

TEXT:

...wise use of their money involves a different mix of ad channels," Fritsch says. "Mass **advertising** is still very important but **many** clients are finding they need to make more effort to keep the customers they already have."

Fritsch thinks more advertisers are zeroing in on niche audiences with target marketing.

**Competition** from cable television, direct mail and **online computer** information systems is leading **ad** clients to take a second or third look at where they're aiming their advertising...  
...one," Scanlan says.

That's how he lost the Schuck's Auto Parts account. A **new ad** manager moved the account to an advertising firm in Phoenix, home office for Schuck's...

21/3,K/10 (Item 8 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
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0223391 91-46190  
**Home Ctrs. Picks Stern to Help Fight Competition**  
Mooney, Barbara  
Crains Cleveland Business (Cleveland, OH, US), V12 N22 s1 p3  
PUBL DATE: 910603  
WORD COUNT: 568  
DATELINE: Akron, OH, US

TEXT:

Only eight months after picking its first advertising agency in **several** years, the Home Centers Inc. chain of home **electronics** and appliance stores has chosen a new ad shop to help it fight intensified **competition** in Greater Cleveland.

Akron-based Home Centers last week **selected** Stern Advertising Inc. of Pepper Pike to handle its advertising account. William J. Stern, the...

21/3,K/11 (Item 9 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2000 Bell & Howell. All rts. reserv.

0008020 85-08020  
**Raycom Sports**  
Grissett, Ellen  
Business-North Carolina (Charlotte, NC, US), V5 N11 s1 p45  
PUBL DATE: 851100  
WORD COUNT: 2,077  
DATELINE: Charlotte, NC, US

TEXT:

...in the lobby of the Raycom building, and it is here that Raycom employees spend **many** weekends and weeknights, watching the various **games** and calling each TV station three times during the game to be sure all is ...

21/3,K/12 (Item 1 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01488163 Supplier Number: 45303405 (USE FORMAT 7 FOR FULLTEXT)  
**Into the Cyberspace**  
Credit Card Management, v0, n0, p35  
Feb, 1995  
ISSN: 0896-9329  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 3497

... fact, picture quality, so critical in selling goods, is so vastly superior to anything personal **-computer** networks can offer that **many**

question if Prodigy and the Internet will be able to compete in the coming years...

**21/3,K/13 (Item 2 from file: 570)**  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01485353 Supplier Number: 45267477 (USE FORMAT 7 FOR FULLTEXT)  
**Video Dealerirate Over PPV Yellow Page Ad**  
Multichannel News, v0, n0, p18  
Jan 16, 1995  
ISSN: 0276-8593  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 841

... well as from wireless and direct-broadcast satellite services - said the ad is one of **many** tactics it is using to maintain current customers and attract **new** subscribers.

Buckeye placed an **ad** for its four-channel PPV operation under the 'video tapes and disks; renting and leasing...

**21/3,K/14 (Item 3 from file: 570)**  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01475534 Supplier Number: 45149594 (USE FORMAT 7 FOR FULLTEXT)  
**ROCKET SCIENCE BLASTS OFF**  
ADWEEK Midwest Edition, v0, n0, p33  
Nov 21, 1994  
ISSN: 0276-6612  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 163

(USE FORMAT 7 FOR FULLTEXT)  
TEXT:  
...code of broken words and keyboard symbols. The \$2-million campaign includes 'wild postings' of **multiple** posters in major cities, a demo **video** and a sampling on the Internet's World Wide Web. Ads are also running in...

**21/3,K/15 (Item 4 from file: 570)**  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01435319 Supplier Number: 44703663  
**TCI Proffers Multimedia Palette**  
Inside Media, v6, n11, p5  
May 25, 1994  
ISSN: 1046-5316  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

ABSTRACT:  
Tele-Communications (TCI), the largest US operator of cable TV systems, is trying to interest **advertisers** in its **many** services, ranging from its **on-line** personal **computer** network to direct marketing via a 10.1 mil subscriber database. TCI calls its marketing...

...qtr 1994 involving local spots on cable systems during ESPN and TNT broadcasts of NFL **games**. The sponsor was not identified. Will Gardenswartz, director of marketing development for TCI, calls the...

...a 'palette' approach involving 8 different categories. The categories

are direct marketing, full service networks, **digital** music, pay-per-view/near-**video** -on-demand, interactive **advertising** , local spot **advertising** and X\*Press (TCI's **online** **computer** network). TCI provides examples of how **advertisers** can become involved in each category. TCI is especially interested in the information superhighway as...

**21/3,K/16 (Item 5 from file: 570)**  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01424190 Supplier Number: 44569135 (USE FORMAT 7 FOR FULLTEXT)  
**Blockbuster's NewLeaf Turning Over Slowly**  
Billboard, v0, n0, p5  
April 2, 1994  
ISSN: 0006-2510  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; General  
Word Count: 476

... summer, he added, customers at some Blockbuster Music Plus stores should be able to browse **electronically** through music catalogs and **preview selections** .

Romero also said that **NewLeaf** , of which Blockbuster owns 60% and IBM 40%, would become a separate, publicly owned company...

**21/3,K/17 (Item 6 from file: 570)**  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01420536 Supplier Number: 44497030  
**George Lazarus/On marketing: Buffalo Grove-based Konami**  
Chicago Tribune (IL) (National Edition), v147, n66, p4;4  
March 7, 1994  
Language: English Record Type: Abstract  
Article Type: Editorial Agency change  
Document Type: Magazine/Journal; Trade

ABSTRACT:

...an account that has a budget in the approximate low seven figures, but now Grey **Advertising** (New York) will also come aboard as an **additional** agency. The latter agency will be targeting young people eighteen years of age and under...

**21/3,K/18 (Item 7 from file: 570)**  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01384943 Supplier Number: 44025470  
**Deutsch Wins Prudential**  
The Wall Street Journal, v222, n27, pB5  
August 9, 1993  
ISSN: 0099-9660  
Language: English Record Type: Abstract  
Article Type: Agency change  
Document Type: Newspaper; General Trade

ABSTRACT:

Prudential Securities, a subsidiary of Prudential Insurance of America, has **selected advertising** agency Deutsch/Dworin (New York) to handle the company's \$20 mil budget advertising account. Other agencies that competed ...

**21/3,K/19 (Item 8 from file: 570)**  
DIALOG(R)File 570:Gale Group MARS(R)



(c) 2000 The Gale Group. All rts. reserv.

01379361 Supplier Number: 43974535 (USE FORMAT 7 FOR FULLTEXT)

**Sega Launches Review For New Campaign**

ADWEEK New England Advertising Week, v0, n0, p48

July 19, 1993

ISSN: 0888-0840

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 154

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...the award winning work Goodby, Berlin & Silverstein has produced for Sega of America, Inc., the **video -game** maker said it is launching a review for an **additional advertising** agency to handle a **new** \$8-10 million campaign aimed at young children and their parents. Though sources close to...

**21/3,K/20 (Item 9 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2000 The Gale Group. All rts. reserv.

01379328 Supplier Number: 43974497 (USE FORMAT 7 FOR FULLTEXT)

**Sega Launches Review**

ADWEEK Midwest Edition, v0, n0, p49

July 19, 1993

ISSN: 0276-6612

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 152

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...the award-winning work Goodby, Berlin & Silverstein has produced for Sega of America Inc., the **video game** maker said it is launching a review for an **additional advertising** agency to handle a **new** \$8-10-million campaign aimed at young children and their parents. Though sources close to...

**21/3,K/21 (Item 10 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2000 The Gale Group. All rts. reserv.

01258962 Supplier Number: 42755575 (USE FORMAT 7 FOR FULLTEXT)

**Pros in Toyland Play It Safe: Mixing the Tried-and-True With Updates Is Toy Makers' New-Product Darwinism**

ADWEEK Eastern Edition, v33, n7, p9

Feb 17, 1992

ISSN: 0199-2864

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 589

... home a lot more," said Dave Rosenberg, account management senior vp at Parker agency Grey **Advertising** . While there are some truly **new** products, such mainstays as Monopoly have spawned **several** off-spring, from a **computer** spinoff to a children's version based on a trip to an amusement park.

Similarly...

**21/3,K/22 (Item 11 from file: 570)**

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2000 The Gale Group. All rts. reserv.

01245989 Supplier Number: 42598399  
**Konami Seeks Out New Opportunities**  
TWICE, v6, n40, p64-65  
Dec 16, 1991  
ISSN: 0892-7278  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

ABSTRACT:

...s Genesis game system. Konami has established the Konami Technical Institute in Japan to research **new** technologies and formats. Konami's **ad** plans for the US market are mentioned, including promotions for **several games**. Konami also plans to launch PC **games** in Europe through Konami Europe in late-1992 or early-1993. ...

**21/3,K/23 (Item 12 from file: 570)**  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01219372 Supplier Number: 42338525  
**Jeux video: Sega tente un putsch contre Nintendo**  
Communication CB News, v00, n00, p21  
Sept 2, 1991  
ISSN: 0988-3851  
Language: French NONENGLISH Record Type: Abstract  
Document Type: Magazine/Journal; Trade

ABSTRACT:

...and the market is close to saturated, only 6% of French households yet own a **video game**. The French market is growing rapidly, **multiplying** 6-fold in the last 2 years. Whereas Nintendo has won the US market, controlling...

**21/3,K/24 (Item 13 from file: 570)**  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01062506 Supplier Number: 40859088  
**US Toy Marketers Hitch Their Hopes To Super-Fast Cars**  
Advertising Age, v60, n30, p25  
July 10, 1989  
ISSN: 0001-8899  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

ABSTRACT:

**Several** major toy manufacturers are preparing to launch **ad** campaigns to introduce **new** super-fast toy cars. The new 6-inch-long cars, which travel at 10 mph...

**21/3,K/25 (Item 14 from file: 570)**  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01051933 Supplier Number: 40748335  
**Vestron seeks winning score on 4 titles**  
Billboard, v101, n14, p86  
April 8, 1989  
ISSN: 0006-2510  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; General

ABSTRACT:

...network TV spots and other consumer ads plus point-of-purchase materials. Screening copies of **selected** titles will also be available to

retailers. A **contest** for 'Physical Evidence' will be used, sponsored by Totino's frozen pizza. ...

21/3,K/26 (Item 15 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2000 The Gale Group. All rts. reserv.

01010192 Supplier Number: 39846940  
**Aramis plotting to keep its edge.**  
Advertising Age, v57, n51, p241  
Sept 29, 1986  
ISSN: 0001-8899  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Tabloid; Trade

ABSTRACT:  
Aramis (New York) is introducing its first skincare line since it discontinued Aramis 900 **several** years ago, backed by a **new ad** campaign featuring Chris Lemmon as spokesman. Aramis is also introducing Wetplex, a hair-styling additive...

Set	Items	Description
S1	11	AU=EBISAWA K?
S2	12667	GAME? OR ARCADE OR VIDEOGAME OR COMPUTERGAME OR RPG
S3	248750	AD OR ADVERTIS? OR BANNER? OR MARKETING OR COMMERCIAL?
S4	3	S1 AND S2
S5	6	S1 AND S3
S6	6	S4 OR S5
S7	6	IDPAT (sorted in duplicate/non-duplicate order)
S8	5	IDPAT (primary/non-duplicate records only)

File 348:European Patents 1978-2000/May W03  
(c) 2000 European Patent Office

File 349:PCT Fulltext 1983-2000/UB=, UT=20000504  
(c) 2000 WIPO/MicroPatent

8/5/1 (Item 1 from file: 348)  
DIALOG(R)File 348:European Patents  
(c) 2000 European Patent Office. All rts. reserv.

00973010

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
GAME MACHINE SYSTEM, BROADCASTING SYSTEM, DATA DISTRIBUTION SYSTEM AND  
ITS METHOD, AND PROGRAM EXECUTING DEVICE AND ITS METHOD  
SPIELVORRICHTUNG, RUNDFUNKSYSTEM, DATENVERTEILVORRICHTUNG UND VERFAHREN,  
UND PROGRAMMAUSFUHRUNGSVORRICHTUNG BZW. PROGRAMMAUSFUHRUNGSVERFAHREN  
SYSTEME A MACHINE DE JEU, SYSTEME DE RADIODIFFUSION, SYSTEME DE DIFFUSION  
DE DONNEES ET SON PROCEDE, ET DISPOSITIF D'EXECUTION DE PROGRAMME ET  
SON PROCEDE

PATENT ASSIGNEE:

SONY CORPORATION, (214021), 7-35 Kitashinagawa 6-chome Shinagawa-ku,  
Tokyo 141, (JP), (applicant designated states:  
AT;BE;CH;DE;DK;ES;FR;GB;IE;IT;LI;LU;NL;PT;SE)

INVENTOR:

EBISAWA, Kan Sony Corporation , 7-35, Kitashinagawa 6-chome Shinagawa-ku  
, Tokyo 141, (JP)

LEGAL REPRESENTATIVE:

Cotter, Ivan John et al (29661), D. YOUNG & CO. 21 New Fetter Lane,  
London EC4A 1DA, (GB)

PATENT (CC, No, Kind, Date): EP 905928 A1 990331 (Basic)  
WO 9829974 980709

APPLICATION (CC, No, Date): EP 97950403 971225; WO 97JP4847 971225

PRIORITY (CC, No, Date): JP 96345602 961225

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; IE; IT; LI; LU; NL; PT;  
SE

INTERNATIONAL PATENT CLASS: H04H-001/00; H04L-012/18; A63F-009/22;

CITED PATENTS (WO A): Y A A A A

ABSTRACT EP 905928 A1

This **game** machine system includes a set top box 51 as a receiving unit for receiving digital data distributed using a broadcast system or a communication system. In a **game** dedicated device 52, starting of a **game** software item is inhibited until a software start enable signal is received by the receiving unit. Next to the software start enable signal, data for substitution or insertion for data of part of the **game** software is sent. This data can be **commercial** ads. The **game** dedicated machine 52 can judge whether or not the **commercial** ads have been introduced into and are in operation in the **game** software and, if the **commercial** ads are not in the **game** software, the **game** dedicated machine 52 can be made so as to be out of operation.

ABSTRACT WORD COUNT: 133

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 981209 A1 International application (Art. 158(1))

Application: 990331 A1 Published application (A1with Search Report  
;A2without Search Report)

Examination: 990331 A1 Date of filing of request for examination:  
980813

LANGUAGE (Publication,Procedural,Application): English; English; Japanese

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9913	4212
SPEC A	(English)	9913	16383
Total word count - document A			20595
Total word count - document B			0
Total word count - documents A + B			20595

8/5/2 (Item 2 from file: 348)  
DIALOG(R)File 348:European Patents  
(c) 2000 European Patent Office. All rts. reserv.

00833835

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
**Video data receiving apparatus, video data transmitting apparatus, and  
broadcasting system**  
**Videodatenempfänger, Videodaten sender und Rundfunksystem**  
**Recepteur de données video, émetteur de données video et système de  
radiodiffusion**

**PATENT ASSIGNEE:**

SONY CORPORATION, (214025), 6-7-35 Kitashinagawa Shinagawa-ku, Tokyo 141,  
(JP), (applicant designated states: DE;FR;GB)

**INVENTOR:**

**Ebisawa, Kan, c/o Sony Corp. Int. Prop. Dep. , 6-7-35, Kitashinagawa,  
Shinagawa-ku, Tokyo 141, (JP)**

**LEGAL REPRESENTATIVE:**

Pratt, Richard Wilson et al (46458), D. Young & Co, 21 New Fetter Lane,  
London EC4A 1DA, (GB)

PATENT (CC, No, Kind, Date): EP 772360 A2 970507 (Basic)  
EP 772360 A3 971126

APPLICATION (CC, No, Date): EP 96307782 961028;

PRIORITY (CC, No, Date): JP 95282144 951030

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173;

**ABSTRACT EP 772360 A2**

Video data including a program and **advertisements** (CMs) are  
transmitted to a viewer.

On the transmission side (100) before the program data which is the  
main object of transmission, all CMs which may be transmitted during that  
program are transmitted in a package. On the reception side (200), the  
CMs are stored in a storing unit. The program data is outputted while  
appropriately inserting the CMs stored in the storing unit in the program  
based on output conditions set by the viewer. The program can be provided  
in a form required of the viewer:- for example, absolutely no CMs, 30  
seconds of CMs every 30 minutes, one minute of CMs every 30 minutes, or  
one minute of CMs every 15 minutes.

ABSTRACT WORD COUNT: 122

**LEGAL STATUS (Type, Pub Date, Kind, Text):**

Examination: 20000202 A2 Date of dispatch of the first examination  
report: 19991222  
Application: 970507 A2 Published application (A1with Search Report  
;A2without Search Report)  
Search Report: 971126 A3 Separate publication of the European or  
International search report  
Change: 971126 A2 Obligatory supplementary classification  
(change)  
Examination: 980617 A2 Date of filing of request for examination:  
980421

LANGUAGE (Publication,Procedural,Application): English; English; English

**FULLTEXT AVAILABILITY:**

Available Text	Language	Update	Word Count
CLAIMS A	(English)	EPAB97	910
SPEC A	(English)	EPAB97	9699
Total word count - document A			10609
Total word count - document B			0
Total word count - documents A + B			10609

**8/5/3 (Item 3 from file: 348)**

DIALOG(R)File 348:European Patents

(c) 2000 European Patent Office. All rts. reserv.

00809943

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**Apparatus and method for executing game programs having advertisements  
therein**

**Vorrichtung und Verfahren zur Durchführung von Spielprogrammen mit  
Werbeanzeigen**

**Dispositif et methode d'execution des programmes de jeux ayant des**

**publicites**

**PATENT ASSIGNEE:**

SONY CORPORATION, (214021), 7-35 Kitashinagawa 6-chome Shinagawa-ku,  
Tokyo 141, (JP), (applicant designated states: AT;DE;FR;GB;IT;NL)

**INVENTOR:**

**Ebisawa, Kan, Intel. Prop. Dep. ,** Sony Corp., 6-7-35 Kitashinagawa,  
Shinagawa-ku, Tokyo 141, (JP)

**LEGAL REPRESENTATIVE:**

Cotter, Ivan John et al (29661), D. YOUNG & CO. 21 New Fetter Lane,  
London EC4A 1DA, (GB)

PATENT (CC, No, Kind, Date): EP 752678 A2 970108 (Basic)  
EP 752678 A3 980401

APPLICATION (CC, No, Date): EP 96304685 960625;

PRIORITY (CC, No, Date): JP 95166682 950630

DESIGNATED STATES: AT; DE; FR; GB; IT; NL

INTERNATIONAL PATENT CLASS: G06F-019/00;

**ABSTRACT EP 752678 A2**

A **game** system (18, 20, 22) updates **advertisements** that are displayed when a **game** program (M) is executed. The system stores a **game** program (M) in a memory (24), receives (18) (i.e. downloads), at predetermined times of operation, for example on each new day the **game** program is executed or each time the **game** program is executed, updated **advertising** data that relates to at least one **advertisement** , stores the received **advertising** data in the memory (24), executes the **game** program stored in the memory, and outputs during the execution of the **game** program display data which corresponds to the stored **advertisement** data in accordance with the **game** program code. Instead of downloading new **advertisements** , plural **advertisements** may be prestored with the **game** program and only **advertisement** selection does are downloaded to update the **advertisements** that are displayed when the **game** program is executed.

ABSTRACT WORD COUNT: 144

**LEGAL STATUS (Type, Pub Date, Kind, Text):**

Application: 970108 A2 Published application (A1with Search Report  
;A2without Search Report)

Search Report: 980401 A3 Separate publication of the European or  
International search report

Examination: 980930 A2 Date of filing of request for examination:  
980804

LANGUAGE (Publication,Procedural,Application): English; English; English

**8/5/4 (Item 4 from file: 348)**

DIALOG(R)File 348:European Patents

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00745568

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**Optical recording on and reproduction from a disk-shaped information  
recording medium, using two separate recording tracks for two  
respective different signals**

**Optische Aufzeichnung und Wiedergabe fur ein scheibenformiges  
Informationstragermedium, unter Verwendung zweier getrennter  
Aufzeichnungsspuren fur jeweils unterschiedliche Signale**

**Enregistrement et lecture optique pour un support d'enregistrement  
d'information en forme de disque, utilisant deux pistes  
d'enregistrement pour deux signaux respectifs differents**

**PATENT ASSIGNEE:**

SONY CORPORATION, (214022), 7-35, Kitashinagawa 6-chome Shinagawa-ku,  
Tokyo, (JP), (Proprietor designated states: all)

**INVENTOR:**

**Ebisawa, Kan ,** c/o Sony Corporation, 7-35, Kitashinagawa 6-chome,  
Shinagawaku, Tokyo, (JP)

Hatate, Kazumichi, c/o Sony Corporation, 7-35, Kitashinagawa 6-chome,  
Shinagawaku, Tokyo, (JP)

**LEGAL REPRESENTATIVE:**

Melzer, Wolfgang, Dipl.-Ing. et al (8278), Patentanwälte Mitscherlich & Partner, Sonnenstrasse 33, 80331 München, (DE)

PATENT (CC, No, Kind, Date): EP 703574 A2 960327 (Basic)  
EP 703574 A3 960403  
EP 703574 B1 991117

APPLICATION (CC, No, Date): EP 95114902 950921;

PRIORITY (CC, No, Date): JP 94251659 940921

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: H04N-005/84; H04N-005/85; H04N-005/92;

G11B-007/00; G11B-007/007; G11B-020/10; G11B-007/14

CITED PATENTS (EP B): EP 515014 A; EP 598611 A; GB 2188474 A

CITED REFERENCES (EP B):

PATENT ABSTRACTS OF JAPAN vol. 013 no. 364 (E-805) ,14 August 1989 &  
JP-A-01 120974 (SANYO ELECTRIC CO LTD) 12 May 1989,  
PATENT ABSTRACTS OF JAPAN vol. 013 no. 383 (E-811) ,24 August 1989 &  
JP-A-01 132283 (SANYO ELECTRIC CO LTD) 24 May 1989,  
PATENT ABSTRACTS OF JAPAN vol. 014 no. 128 (P-1019) ,9 March 1990 &  
JP-A-01 320645 (MATSUSHITA ELECTRIC IND CO LTD) 26 December 1989,;

ABSTRACT EP 703574 A2

A disc recording device (30) for recording a first information signal and a second information signal on a disc-shaped recording medium (31) comprises an optical pick-up (32) having first and second laser diodes for recording the first and second information signals on the disc-shaped recording medium (31), a first modulator (16) for modulating the first information signal at a first frequency, a first laser diode modulator for driving (34) the first laser diode based on a signal outputted from the first modulator (16), a generator (36) for generating the second information signal of a second frequency and a second laser diode modulator (38) for driving the second laser diode based on the second information signal. (see image in original document)

ABSTRACT WORD COUNT: 139

NOTE:

Figure number on first page: 1

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 960327 A2 Published application (A1with Search Report  
;A2without Search Report)  
Search Report: 960403 A3 Separate publication of the European or  
International search report  
Change: 960403 A2 International patent classification (change)  
Change: 960403 A2 Obligatory supplementary classification  
(change)  
Examination: 961106 A2 Date of filing of request for examination:  
960910  
Examination: 980708 A2 Date of despatch of first examination report:  
980520  
Change: 981202 A2 International patent classification (change)  
Change: 981202 A2 Obligatory supplementary classification  
(change)  
Change: 981202 A2 Title of invention (German) (change)  
Change: 981202 A2 Title of invention (English) (change)  
Change: 981202 A2 Title of invention (French) (change)  
Change: 981209 A2 International patent classification (change)  
Change: 981209 A2 Obligatory supplementary classification  
(change)  
Change: 981209 A2 Title of invention (German) (change)  
Change: 981209 A2 Title of invention (English) (change)  
Change: 981209 A2 Title of invention (French) (change)  
Grant: 991117 B1 Granted patent

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	9946	629
CLAIMS B	(German)	9946	534
CLAIMS B	(French)	9946	752
SPEC B	(English)	9946	6039
Total word count - document A			0



Total word count - document B 7954  
Total word count - documents A + B 7954

8/5/5 (Item 5 from file: 348)

DIALOG(R)File 348:European Patents

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00438984

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**Bacteriostatic water and method for producing the same.**

**Bakteriostatisches Wasser und Verfahren zu seiner Herstellung.**

**Eau bacteriostatique et sa methode de production.**

PATENT ASSIGNEE:

Nippon Sanso Kabushiki Kaisha, (653150), 16-7, Nishishinbashi 1-chome,  
Minato-ku Tokyo, (JP), (applicant designated states: CH;DE;FR;GB;IT;LI)

INVENTOR:

**Ebisawa, Kenichiro, c/o Nippon Sanso K.K. , 16-7, Nishishinbashi 1-chome**  
**, Minato-ku, Tokyo, (JP)**

Niwada, Atsushi, c/o Nippon Sanso K.K., 16-7, Nishishinbashi 1-chome,  
Minato-ku, Tokyo, (JP)

Kaneko, Kenzo, c/o Nippon Sanso K.K., 16-7, Nishishinbashi 1-chome,  
Minato-ku, Tokyo, (JP)

LEGAL REPRESENTATIVE:

Des Termes, Monique et al (44312), c/o Societe de Protection des  
Inventions 25, rue de Ponthieu, F-75008 Paris, (FR)

PATENT (CC, No, Kind, Date): EP 469211 A1 920205 (Basic)  
EP 469211 B1 940316

APPLICATION (CC, No, Date): EP 90402184 900730;

PRIORITY (CC, No, Date): EP 90402184 900730

DESIGNATED STATES: CH; DE; FR; GB; IT; LI

INTERNATIONAL PATENT CLASS: C02F-001/02; C02F-001/44; C02F-001/72;

CITED PATENTS (EP A): JP 2203982 A; EP 183968 A; EP 254519 A

ABSTRACT EP 469211 A1

The invention relates to bacteriostatic water and to a method of  
producing bacteriostatic water, and is characterized by the steps: a)  
heating unprocessed water to produce primary water; b) filtering the  
primary water in order to remove bacteria and dust to produce secondary  
water; and c) exposing the secondary water to oxygen gas to produce  
bacteriostatic water. In this invention, oxygen gas is used not only as a  
biostatic treating agent, but also as an aerosol propellant. The  
container is filled with the product water, on the product water is  
bacteriostatically stable for an extended period. (see image in original  
document)

ABSTRACT WORD COUNT: 103

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 920205 A1 Published application (A1with Search Report  
;A2without Search Report)

Examination: 920902 A1 Date of filing of request for examination:  
920709

Examination: 930113 A1 Date of despatch of first examination report:  
921127

Grant: 940316 B1 Granted patent

Oppn None: 950308 B1 No opposition filed

Change: 950308 B1 Representative (change)

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	EPBBF1	275
CLAIMS B	(German)	EPBBF1	265
CLAIMS B	(French)	EPBBF1	267
SPEC B	(English)	EPBBF1	1962

Total word count - document A 0

Total word count - document B 2769

Total word count - documents A + B 2769

Set	Items	Description
S1	9336	(COMPUTER? OR VIDEO? OR ELECTRONIC? OR DIGITAL? OR WEBBASE? OR WWW OR WORLD()WIDE()WEB OR ONLINE) (S) (GAME? OR CONTEST? OR COMPETITION? OR RPG?) OR VIDEOGAME? OR COMPUTERGAME?
S2	27794	AD OR ADVERTIS? OR COMMERCIAL()SPOT OR BANNER? OR PREVIEW? OR (PROMOTIONAL OR SALES)()MESSAGE?
S3	1219	S2(5N) (MULTIPL? OR SEVERAL? OR SELECT? OR MANY OR PLURAL? - OR ADDITIONAL?)
S4	2111931	DOWNLOAD? OR SEND? OR RECEIVE? OR ONLINE OR ON()LINE? OR T- RANSMIT? OR TRANSMISSION?
S5	7	S1 AND S3
S6	26	S1 AND S2 AND S4
S7	5341	S2(S) (SWITCH? OR CHANGE? OR MODIF? OR NEW? OR REPLACE? OR - ALTER? OR ROTATE?)
S8	27	S1 AND S7
S9	45	S5 OR S6 OR S8
S10	33	S9 NOT AD=950630:970630
S11	24	S10 NOT AD=970630:990630
S12	24	S11 NOT AD=990630:20000601
S13	24	IDPAT (sorted in duplicate/non-duplicate order)
S14	24	IDPAT (primary/non-duplicate records only)
File 344:Chinese Patents ABS Apr 1985-2000/Feb (c) 2000 European Patent Office		
File 347:JAPIO Oct 1976-1999/Nov(UPDATED 000515) (c) 2000 JPO & JAPIO		
File 351:DERWENT WPI 1963-2000/UD=, UM=, & UP=200025 (c) 2000 Derwent Info Ltd		

14/5/1 (Item 1 from file: 351)  
DIALOG(R) File 351: DERWENT WPI  
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011331746 \*\*Image available\*\*  
WPI Acc No: 97-309650/199728  
Related WPI Acc No: 95-263445; 97-077020; 97-178588; 97-448209; 97-549272;  
98-041570; 98-145099; 98-178848; 99-357319; 99-579428; 00-061147;  
00-115332; 00-281905; 00-292050

XRPX Acc No: N97-256650

**Content-on-demand interactive video game system - performs automated selective retrieval of non-sequentially stored video segments of video programme in response to viewers pre-established video content preferences**

Patent Assignee: ABECASSIS M (ABEC-I)

Inventor: ABECASSIS M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5634849	A	19970603	US 932998	A	19930111	A63F-009/24	199728 B
			US 95420586	A	19950412		

Priority Applications (No Type Date): US 932998 A 19930111; US 95420586 A 19950412

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 5634849	A		26	Cont of		US 932998	
				Cont of			US 5434678

Abstract (Basic): US 5634849 A

The system includes a preference device which establishes a players content preferences and is responsive to one content category. An interactive **video game** is provided which comprises gaming software and a segment map. Several **video** segments of the interactive **video game** have one parallel **video** segment.

One video segment is automatically selected from several video segments and is responsive to the gaming software and application of the players content preferences in the segment map. The selected video segments are retrieved and buffered for seamless skipping of a non-selected video segment.

ADVANTAGE - **Previews** automatically **selected** segments from pre-established programme. Preferred video content stored in portable memory device. Integrates fibre optic communications capabilities and read/write laser disc player within single device to **download** motion picture programme.

Dwg.4/9

Title Terms: CONTENT; DEMAND; INTERACT; **VIDEO** ; **GAME** ; SYSTEM; PERFORMANCE; AUTOMATIC; SELECT; RETRIEVAL; NON; SEQUENCE; STORAGE; **VIDEO** ; SEGMENT; **VIDEO** ; PROGRAMME; RESPOND; VIEW; PRE; ESTABLISH; **VIDEO** ; CONTENT

Derwent Class: P36; W02; W03; W04

International Patent Class (Main): A63F-009/24

File Segment: EPI; EngPI

14/5/2 (Item 2 from file: 351)  
DIALOG(R) File 351: DERWENT WPI  
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011099095 \*\*Image available\*\*  
WPI Acc No: 97-077020/199707  
Related WPI Acc No: 95-263445; 97-178588; 97-309650; 97-448209; 97-549272;  
98-041570; 98-145099; 98-178848; 99-357319; 99-579428; 00-061147;  
00-115332; 00-281905; 00-292050

XRPX Acc No: N97-063988

**Video segment retrieval method - responding to viewer preestablished content preference to selectively retrieve non-sequentially stored video program segments for transmission as seamless program**

Patent Assignee: ABECASSIS M (ABEC-I)

Inventor: ABECASSIS M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5589945	A	19961231	US 932998	A	19930111	H04N-005/76	199707 B
			US 94305455	A	19940913		

Priority Applications (No Type Date): US 932998 A 19930111; US 94305455 A 19940913

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
US 5589945	A		26	Div ex	US 932998	
				Div ex		US 5434678

Abstract (Basic): US 5589945 A

The method involves an initial establishing of the video content preferences, and retrieving a video segment map directly defining several video segments of a video program. Video segments are selected from the defined segments, as being responsive to an application of the video contents preferences to the video segment map.

A first retrieving device and a second retrieving device are coordinated to retrieve the selected video segments, and to seamlessly skip a retrieval of a non-selected segment, to produce a version of the video program differing in length from the original program. The video segments may include at least one non-sequential video segment.

USE/ADVANTAGE - For automated selective retrieval of non-sequentially stored parallel transitional and overlapping **video** segments from variable content program source. Provides interactive **video game** system. Furnishes **preview** of variable content program. Stores viewer preferences in portable memory.

Dwg.9/9

Title Terms: VIDEO; SEGMENT; RETRIEVAL; METHOD; RESPOND; VIEW; CONTENT; PREFER; SELECT; RETRIEVAL; STORAGE; VIDEO; PROGRAM; SEGMENT;

**TRANSMISSION** ; SEAM; PROGRAM

Derwent Class: T01; W02; W04

International Patent Class (Main): H04N-005/76

International Patent Class (Additional): H04N-001/00; H04N-007/10

File Segment: EPI

14/5/3 (Item 3 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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010253059 \*\*Image available\*\*

WPI Acc No: 95-154314/199520

XRPX Acc No: N95-121563

**Musical** electronic game with user activated switch - has random selector for sequence of musical notes for game playing execution, and device enabling player to preview recognition sequence of some musical notes prior to game play

Patent Assignee: HAUCK L T (HAUC-I)

Inventor: HAUCK L T

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5405153	A	19950411	US 9330698	A	19930312	A63B-071/06	199520 B

Priority Applications (No Type Date): US 9330698 A 19930312

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
US 5405153	A		67			

Abstract (Basic): US 5405153 A

The **electronic game** device, comprises a melody device for generating a sequence of melody signals having a sequence of N musical notes to be generated during the **game** play. The melody device

generates prior to the **game** play, a series of **preview** signals indicative of a **preview** recognition sequence having M musical notes, where M is less than N. A note indicator responds to the sequence of melody signals for generating a user perceptible indication of individual notes to permit user recognition of the **preview** sequence of M notes during the sequence of N notes generated during **game** play. The note indicator also responds to the series of **preview** signals for generating a user perceptible indication of individual notes only to facilitate user recognition of the **preview** sequence prior to the **game** play in accordance with **game** rules. A user actuator causes the melody device to generate the **preview** sequence.

A game initiator causes the melody device to generate the sequence of melody signals following the **preview** recognition sequence. The user actuator generates a stop signal when the user perceives the occurrence of musical notes corresp. to the **preview** recognition sequence during the musical melody corresp. to game rules. A determiner **receives** the stop signal for determining that it occurred concurrently with the generation of M notes corresp. to the **preview** recognition sequence.

ADVANTAGE - Stimulates ear training skills.

Dwg.1/10

Title Terms: MUSIC; **ELECTRONIC** ; **GAME** ; USER; ACTIVATE; **SWITCH** ; RANDOM; SELECT; SEQUENCE; MUSIC; NOTE; **GAME** ; PLAY; EXECUTE; DEVICE; ENABLE; PLAY; **PREVIEW** ; RECOGNISE; SEQUENCE; MUSIC; NOTE; PRIOR; **GAME** ; PLAY  
Derwent Class: P36; T01; W04  
International Patent Class (Main): A63B-071/06  
File Segment: EPI; EngPI

14/5/4 (Item 4 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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010214549 \*\*Image available\*\*  
WPI Acc No: 95-115803/199516  
Coupon for e.g. competition, advertisement - has pressure sensitive adhesive layer contg. space for receiving label contg. information readable by electronic reader NoAbstract  
Patent Assignee: SETTON A E (SETT-I)  
Inventor: SETTON A E  
Number of Countries: 001 Number of Patents: 001  
Patent Family:  
Patent No Kind Date Applicat No Kind Date Main IPC Week  
BR 9303320 A 19950307 BR 933320 A 19930809 A63F-003/08 199516 B  
Priority Applications (No Type Date): BR 933320 A 19930809  
Patent Details:  
Patent Kind Lan Pg Filing Notes Application Patent  
BR 9303320 A 1

Abstract (Basic): BR 9303320 A  
Dwg.1-4/4

Title Terms: COUPON; COMPETE; **ADVERTISE** ; PRESSURE; SENSITIVE; ADHESIVE; LAYER; CONTAIN; SPACE; **RECEIVE** ; LABEL; CONTAIN; INFORMATION; READ; **ELECTRONIC**; READ; NOABSTRACT  
Derwent Class: P36; T04  
International Patent Class (Main): A63F-003/08  
File Segment: EPI; EngPI

14/5/5 (Item 5 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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010076066 \*\*Image available\*\*  
WPI Acc No: 94-343779/199443  
XRPX Acc No: N94-269784  
Board game involving identification of TV commercial(s) - is played in

conjunction with video cassette tape posing questions for players to solve and including segments of TV or film advertisements

Patent Assignee: SAGE-PASSANT P (SAGE-I)

Inventor: SAGE-PASSANT P

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2277878	A	19941116	GB 944329	A	19940307	A63F-009/18	199443 B

Priority Applications (No Type Date): GB 934629 A 19930306

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
GB 2277878	A		10			

Abstract (Basic): GB 2277878 A

The board (1) is divided into a TV switch zone (2) and an initial playing zone (3). The latter comprises an annular ring of squares (4), each carrying a message or instruction for a player landing on that square. In the centre of this zone a space is delineated for a 'fridge' (5) for TV dinner tokens and spaces (7) for question cards (8).

The video tape loaded at the start of the game has randomly numbered segments, pref. of TV or film advertisements associated with, say, a particular decade. The players throw a die or dice and move a corresp. distance around the board, following instructions indicated on a square landed on. The object is to turn off the TV. To do this a player must collect a min. of four TV dinner tokens as they progress around the board and take them along the TV switches to the off switch. A token can be won by identifying a commercial break correctly.

Dwg.1/5

Title Terms: BOARD; **GAME** ; IDENTIFY; TELEVISION; COMMERCIAL; PLAY; CONJUNCTION; **VIDEO** ; CASSETTE; TAPE; POSE; QUESTION; PLAY; SOLVING; SEGMENT; TELEVISION; FILM; ADVERTISE

Derwent Class: P36; W04

International Patent Class (Main): A63F-009/18

File Segment: EPI; EngPI

14/5/6 (Item 6 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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010005696 \*\*Image available\*\*

WPI Acc No: 94-273407/199434

XRPX Acc No: N94-215362

**Miniature animated robot system e.g. for game, toy, novelty item - uses electronic transmitter and electromagnets to operate miniature moving subjects**

Patent Assignee: CREPPY W (CREP-I)

Inventor: CREPPY W

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
FR 2701362	A1	19940819	FR 931486	A	19930210	A44C-013/00	199434 B

Priority Applications (No Type Date): FR 931486 A 19930210

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
FR 2701362	A1		13			

Abstract (Basic): FR 2701362 A

The micro-electric robot includes an electronic system comprising an oscillator including an integrated circuit chip (type 555) cooperating with an electromagnet having a single or a double winding. The action of the electromagnet affects permanent magnets in order to cause movement of miniature subjects.

The moving subjects controlled by the electronic system may be

jewellery, **advertising** devices or parts of a **game** . They may **alternatively** be part of a miniature mannequin.

ADVANTAGE - Reduced power consumption.

Dwg.4/13

Title Terms: MINIATURE; ANIMATED; ROBOT; SYSTEM; **GAME** ; TOY; NOVEL; ITEM;  
**ELECTRONIC** ; **TRANSMIT** ; ELECTROMAGNET; OPERATE; MINIATURE; MOVE; SUBJECT  
Derwent Class: P23; P36; W04  
International Patent Class (Main): A44C-013/00  
International Patent Class (Additional): A44B-001/18; A63H-029/22  
File Segment: EPI; EngPI

14/5/7 (Item 7 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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009722153 \*\*Image available\*\*

WPI Acc No: 94-002003/199401

XRPX Acc No: N94-001579

**Add-on graphics facility for video amusement machine - provides e.g. advertising display material interrupting normal video during period determined to correspond to attract mode only**

Patent Assignee: CANDY G W (CAND-I)

Inventor: CANDY G W

Number of Countries: 009 Number of Patents: 007

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2268861	A	19940119	GB 9215122	A	19920716	B	199401 B
EP 579505	A1	19940119	EP 93305594	A	19930716	B	199403
US 5412404	A	19950502	US 931	A	19930122	B	199523
GB 2268861	B	19960515	GB 9215122	A	19920716	B	199623
EP 579505	B1	19970326	EP 93305594	A	19930716	B	199717
DE 69309166	E	19970430	DE 609166	A	19930716	B	199723
			EP 93305594	A	19930716		
ES 2102601	T3	19970801	EP 93305594	A	19930716	B	199737

Priority Applications (No Type Date): GB 9215122 A 19920716

Cited Patents: DE 3048393; DE 3229634; GB 2091069; GB 2141907; WO 8203318; WO 9214526

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
GB 2268861	A		29			
EP 579505	A1	E	14			
Designated States (Regional): BE DE ES FR GR IT NL						
US 5412404	A		12			
GB 2268861	B		1			
EP 579505	B1	E	16			
Designated States (Regional): BE DE ES FR GR IT NL						
DE 69309166	E			Based on		EP 579505
ES 2102601	T3			Based on		EP 579505

Abstract (Basic): GB 2268861 A

The add-on appts. examines the states of various control elements of the machine, such as a joystick or **switch** , to detect inactivity for a period exceeding e.g. twenty seconds. Having determined that the machine is not being played, the appts. interrupts the normal video which would be displayed during the attract mode. **Alternative** images, e.g. **advertisements** , are then supplied to the machine's display via a video **switch** (46).

Where the machine itself provides an attract mode signal, this may be used to control video switching by sensing via a standard interface. The nature of the graphics displayed may be altered by programming via a connector (52) with a personal computer for example, or alternately remote programming via a telephone line can be employed.

USE/ADVANTAGE - E.g. arcade type game. Facility to sense machine inactivity without necessarily relying on attract mode signal being available, enables retro-fitting to wide range of machines. Variations in programming, e.g. for local advertisements, can be remotely

controlled.

Dwg.2/4

Title Terms: ADD; GRAPHIC; FACILITY; VIDEO; AMUSE; MACHINE; ADVERTISE;  
DISPLAY; MATERIAL; INTERRUPT; NORMAL; VIDEO; PERIOD; DETERMINE;  
CORRESPOND; ATTRACT; MODE  
Derwent Class: P36; P85; T01; W04  
International Patent Class (Main): A63F-009/22; G09G-005/00  
File Segment: EPI; EngPI

14/5/8 (Item 8 from file: 351)

DIALOG(R)File 351:DERWENT WPI  
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009167216 \*\*Image available\*\*

WPI Acc No: 92-294650/199236

XRPX Acc No: N92-225752

Video **graphics generator for amusement machine - displays**  
advertisements as alternative to usual graphics designed to attract  
customer to play game

Patent Assignee: CANDY G W (CAND-I)

Inventor: CANDY G W

Number of Countries: 016 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat	No	Kind	Date	Main IPC	Week
GB 2253325	A	19920902	GB 913936		A	19910226	A63F-009/22	199236 B
WO 9214526	A1	19920903	WO 92GB344		A	19920226	A63F-009/22	199238

Priority Applications (No Type Date): GB 913936 A 19910226

Cited Patents: DE 3048393; GB 2091069; GB 2141907; WO 8203318

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
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GB 2253325	A		18			
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WO 9214526	A1	E	16			
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Designated States (National): JP US

Designated States (Regional): AT BE CH DE DK ES FR GB GR IT LU MC NL SE

Abstract (Basic): GB 2253325 A

A video graphics generator is provided for an amusement machine which is operable in a first, 'attract', mode and a second, play, mode. It includes a video display device, a user operable play selector and a machine controller operable in both the first mode and, in response to activation of the play selector, in the second mode to output video signals for driving the display device.

The video graphics generator comprises a programmable memory responsive to operation of the amusement machine in the first mode to interrupt the video signals output by the machine controller for a set interval and to substitute **alternative** video signals e.g.

**advertisements** for display on the video display device during the interval. The video graphics generator is pref. in the form of an add-on unit for an existing amusement machine, but could be incorporated as an integral part of such a machine.

ADVANTAGE - Machine can display adverts when not being used, to generate revenue for owner.

Dwg.2/3

Title Terms: **VIDEO** ; GRAPHIC; GENERATOR; AMUSE; MACHINE; DISPLAY;  
**ADVERTISE** ; **ALTERNATIVE** ; USUAL; GRAPHIC; DESIGN; ATTRACT; CUSTOMER;  
PLAY; **GAME**

Derwent Class: P36; T01; W04

International Patent Class (Main): A63F-009/22

File Segment: EPI; EngPI

14/5/9 (Item 9 from file: 351)

DIALOG(R)File 351:DERWENT WPI  
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008820718 \*\*Image available\*\*



WPI Acc No: 91-324731/199144

Related WPI Acc No: 88-155056; 90-007167; 90-184880; 91-237622; 92-249609;  
93-235345; 94-048316; 94-294652; 98-051302; 98-129686; 98-331893

XRPX Acc No: N91-248971

**Viewer response method for radio and television broadcasting - has instructional signal modulated onto signal transmitted concurrently with television program to remote stations for storage in memory**

Patent Assignee: VON KOHORN H (VKOH-I)

Inventor: KOHORN H V

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5057915	A	19911015	US 90603882	A	19901025		199144 B

Priority Applications (No Type Date): US 90603882 A 19901025; US 86837827 A 19860310; US 88192355 A 19880510; US 89424089 A 19891019

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 5057915	A		68				

Abstract (Basic): US 5057915 A

The method evaluates responses to broadcast programs, such as television programs and includes an instructional signal modulated onto a signal **transmitted** concurrently with the television program, or time-multiplexed with a television. At each of a number of remote receiving stations, one or more members of a remote audience has the opportunity to respond to a situation presented in the television program by entering a response on a keyboard. The system includes, at each remote receiving station, a memory responsive to the instructional signal for storing acceptable responses, and a comparison circuit for comparing responses entered at the keyboard with those stored in the memory.

Also provided is **electronic** circuitry for storing the responses in accordance with commands from the instructional signal, and a recording device for providing a permanent record of the audience score at each of the remote receiving stations. Scoring is performed at differing levels of difficulty, set by a host or by a **contestant**, with credit being given also for the length of time required for response. The mode of response includes the use of a key word or phrase. Alternatively, the program may be presented by a prerecorded message accessible by telephone from a remote station with regulation from a central station. A prize-winning respondent can select a product from a listing and apply the value of a prize to the purchase price of the selected product.

USE - **Advertising** quizzes. Obtaining response of viewers to questions in TV quiz, or for assessing viewers opinion to issues raised in programme.

Dwg.28/28

Title Terms: VIEW; RESPOND; METHOD; RADIO; TELEVISION; BROADCAST;  
INSTRUCTION; SIGNAL; MODULATE; SIGNAL; **TRANSMIT**; CONCURRENT; TELEVISION  
; PROGRAM; REMOTE; STATION; STORAGE; MEMORY

Derwent Class: T01; W02

International Patent Class (Additional): H04H-009/00

File Segment: EPI

14/5/10 (Item 10 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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008703162 \*\*Image available\*\*

WPI Acc No: 91-207182/199128

XRPX Acc No: N91-158239

**Billiard table multiple electronics game device - has number of pocket openings, with individual switching and signal generating devices generating signals**

Patent Assignee: ENTERTAINMENT INT I (ENTE-N)

Inventor: PATERSON W D; PULLIAM N L; VONEYBEN H; WESTER J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5026053	A	19910625	US 89458076	A	19891228		199128 B

Priority Applications (No Type Date): US 89458076 A 19891228

Abstract (Basic): US 5026053 A

The table **game** (10) device includes a playing surface (20) and **electronic** display (90). A number of pocket openings (24-34) numbering six or other number, as in a standard six pocket billiard table (10) are included, with individual switching and signal generating devices (46). Switching or signal generating devices (46) generate signals to be processed by **electronic computer** control means (56,70,80). Each pocket opening is assigned a different **game** or sport play action at specified intervals such as after each play on the table surface.

Scoreboard display (90) has a lighted animated display showing a field, arena or playing environment for the game or sport **selected** and being played. **Advertising** and promotional materials may be shown on the displayer (90) between plays and games.

USE - For **electronic** snooker, pool, billiards, baseball, hockey or similar **games** . (10pp Dwg.No.5/9)

Title Terms: BILLIARD; TABLE; MULTIPLE; **ELECTRONIC** ; **GAME** ; DEVICE;  
NUMBER; POCKET; OPEN; INDIVIDUAL; SWITCH; SIGNAL; GENERATE; DEVICE;  
GENERATE; SIGNAL

Derwent Class: P36; W04

International Patent Class (Additional): A63D-015/00

File Segment: EPI; EngPI

14/5/11 (Item 11 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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008556159 \*\*Image available\*\*

WPI Acc No: 91-060194/199109

XRPX Acc No: N91-046669

**Electronic board games - including liquid crystal display which requires no power to maintain display which may be provided with tactile or touch sensitive switches**

Patent Assignee: ORDONEZ G (ORDO-I)

Inventor: ORDONEZ G

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2235325	A	19910227	GB 8918539	A	19890815		199109 B

Priority Applications (No Type Date): GB 8918539 A 19890815

Abstract (Basic): GB 2235325 A

The games board (1) comprises display areas of liquid crystal (2) surrounded by a border area (3) which may be plain or contain **alterable** or non-**alterable** information or **advertising** etc. The display (5) can be connected via its specific port (16) and may then be used for transferring information relevant to the player or players of a particular game, via line (6).

The information displayed may be permanently printed, i.e. manufacturer's name (4) and any other information, such as the **game** layout, may be alterable by suitable programming of the **games** board (1) via the input/output port (8) using programming devices (9) or **computer** (10) via line (11). The **games** board (1) may have an internal memory of the read/write or read only type which may hold additional information to that already being displayed which is directly connected to **receive** data from display (5) or port (8) via lines (6) and (11) respectively when suitably addressed. This makes it possible to erase an existing **game** and then either access a **games** menu or insert a **games** cartridge (9) or **computer** (10).

ADVANTAGE - Can play many games on one board

Dwg.1/1

Title Terms: **ELECTRONIC** ; BOARD; **GAME** ; LIQUID; CRYSTAL; DISPLAY; REQUIRE  
; NO; POWER; MAINTAIN; DISPLAY; TACTILE; TOUCH; SENSITIVE; SWITCH  
Derwent Class: P85; W04  
International Patent Class (Additional): G09F-009/00  
File Segment: EPI; EngPI

14/5/12 (Item 12 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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007602755 \*\*Image available\*\*  
WPI Acc No: 88-236687/198834  
XRPX Acc No: N88-179845

**Interleaving video fields of multiple programs for viewer selection -  
displaying until new, successive field is selected to update currently  
stored field and providing appearance of continuous movement**

Patent Assignee: PERKINS J D (PERK-I); HASBRO INC (HASB-N); ISIX INC  
(ISIX-N)

Inventor: PERKINS J D

Number of Countries: 006 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
EP 279410	A	19880824	EP 88102238	A	19880216		198834 B
AU 8811753	A	19880825					198843
JP 63231942	A	19880928	JP 8837294	A	19880219		198845
US 4847690	A	19890711	US 8716670	A	19870219		198935
CA 1331488	C	19940816	CA 558151	A	19880204	H04N-007/08	199435
EP 279410	B1	19950628	EP 88102238	A	19880216	H04N-007/08	199530

Priority Applications (No Type Date): US 8716670 A 19870219

Cited Patents: A3...9134; GB 2148069; No-SR.Pub; US 3902007; US 4027333; US  
4159480; US 4656512

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
EP 279410	A	E	33				
Designated States (Regional): FR GB							
US 4847690	A		31				
EP 279410	B1	E	38				
Designated States (Regional): FR GB							

Abstract (Basic): EP 279410 A

The video field interleaving involves using a video signal formed for displaying one field of one of the displayable programs. Another video signal is formed for displaying another field of a second displayable program after the first. Two more signals are formed for displaying subsequent fields of the first two programs after the second and third video signals. Successive video signals are recurrently formed for displaying subsequent fields of the displayable programs.

In this manner, a sequence of rapidly updated, fixed or frozen video fields provides the appearance of continuous movement of displayed images. Audio signals are included in the video fields in sync. with selected video fields. The sequence of interleaved video fields may be assembled in real time or stored as a video tape recording, and the information needed to re-assemble correlated video fields of a selector displayable program from the sequence of interleaved video fields is included in the horizontal scans or traces of each video field in the sequence.

USE/ADVANTAGE - TV or telemetry displays and **video games** or tutorial programs. Succession of choices of alternate program materials are stored to recreate the viewer's 'edited' version of composite **video** signal, several selectable programs may be prepared for simultaneous **transmission** e.g. via cable TV for the viewers selection in real time.

Title Terms: INTERLEAVED; VIDEO; FIELD; MULTIPLE; PROGRAM; VIEW; SELECT;  
DISPLAY; NEW; SUCCESSION; FIELD; SELECT; UPDATE; CURRENT; STORAGE; FIELD;  
APPEAR; CONTINUOUS; MOVEMENT

Index Terms/Additional Words: TELEVISION; CABLE; **VIDEO** ; **GAME**

Derwent Class: P75; W02; W04  
International Patent Class (Main): H04N-007/08  
International Patent Class (Additional): B41J-003/00; H04N-005/60  
File Segment: EPI; EngPI

14/5/13 (Item 13 from file: 351)  
DIALOG(R) File 351:DERWENT WPI  
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007515744 \*\*Image available\*\*  
WPI Acc No: 88-149677/198822  
XRPX Acc No: N88-114313

**Automated national bingo game using mains modulation or radio link - has interface connection allowing signals to be sent to memory, display and control unit without affecting printer signals**

Patent Assignee: ROBINSON A W (ROBI-I)  
Inventor: ROBINSON A W  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2197971	A	19880602	GB 8628576	A	19861128		198822 B

Priority Applications (No Type Date): GB 8628576 A 19861128

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
GB 2197971	A		10				

Abstract (Basic): GB 2197971 A

An **electronic** memory unit allows a National Bingo **Game** (or similar distributed location arrangements, involving **transmission** of Bingo **game** number sequences from a central point to remote halls via telephone link, radio **transmission**, or other communication medium) ninety number random sequence **transmissions** to be stored for later recall and display. The unit is coupled in parallel with a **computer** printer and stores the numbers in non-volatile memory without the need for handshake signals. Two sets of 90 number sequences are automatically checked to ensure one set is identical to the other, and that each set contains 90 discrete numbers in the range 1-90.

The stored random sequences of numbers are prevented from being displayed unless the checking conditions have been met. The memory unit is caused to forget the stored numbers after a pre-arranged time delay, to prevent accidental recall and display of previously **transmitted** sequences. Electronics allow recalled numbers from memory to be displayed on a monitor TV or **advertising** video information display which may be coupled to the unit by a cable, by modulation of the electric mains or by a radio, ultrasonic or infra-red link.

ADVANTAGE - Eliminates errors arising from operator read-out of computer print out.

3/3

Title Terms: AUTOMATIC; NATION; BINGO; GAME; MAINS; MODULATE; RADIO; LINK; INTERFACE; CONNECT; ALLOW; SIGNAL; **SEND**; MEMORY; DISPLAY; CONTROL; UNIT; AFFECT; PRINT; SIGNAL

Index Terms/Additional Words: AUTOMATIC; NATION; BINGO; GAME; MAINS; MODULA

Derwent Class: P36; T01; W04

International Patent Class (Additional): A63F-003/06; G06F-015/44

File Segment: EPI; EngPI

14/5/14 (Item 14 from file: 351)  
DIALOG(R) File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

004716391  
WPI Acc No: 86-219733/198634  
XRPX Acc No: N86-164023

**Image representation device for office display monitor or video game - has light from source reflected using concave mirror to obtain real**

**image on display screen**

Patent Assignee: DECOS CO LTD (DECO-N)

Inventor: MIZUNO G

Number of Countries: 003 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
DE 3604527	A	19860814	DE 3604527	A	19860213		198634 B
DE 3604527	C	19870716					198728
US 4776118	A	19881011	US 86829417	A	19860213		198843
CA 1272408	A	19900807					199037

Priority Applications (No Type Date): JP 85U32458 U 19850306; JP 85U19598 U 19850213

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
DE 3604527	A		16			

Abstract (Basic): DE 3604527 C

The concave mirror (11) has a dark coloured reflective surface, used to reflect the light from the source (15) to obtain a real, a stationary or moving image (RI) on the viewing screen. The latter is positioned in front of the concave mirror (11), with the light source lying to the side of it.

Pref. the mirror (11) is hemispherical with its main axis being horizontal. A horizontal plate (12) lying at the centre of the mirror (11) acts as a baffle for blocking direct light from the source (15), e.g. a CRT, positioned beneath this plate (12). (16pp Dwg.No.2/7)

Title Terms: IMAGE; REPRESENT; DEVICE; OFFICE; DISPLAY; MONITOR; **VIDEO** ; **GAME** ; LIGHT; SOURCE; REFLECT; CONCAVE; MIRROR; OBTAIN; REAL; IMAGE; DISPLAY; SCREEN

Derwent Class: P81; T04; W04

International Patent Class (Additional): G02B-027/02; G03B-021/00; G09F-013/12

File Segment: EPI; EngPI

**14/5/15 (Item 15 from file: 351)**

DIALOG(R) File 351:DERWENT WPI

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004511630

WPI Acc No: 86-014974/198603

XRPX Acc No: N86-010980

**Electronic competition system using video games - uses data processor to check credit card entry to allow access**

Patent Assignee: KLAYH J A (KLAY-I)

Inventor: BARAKAT M; HANCHARYK A; KLAYH J S; SUMKA G H; THACHER K E;

BARAKAT M A; HANCHARYK J S; KLAYH J A

Number of Countries: 004 Number of Patents: 008

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
DE 3522136	A	19860109	DE 3522136	A	19850621		198603 B
GB 2161629	A	19860115	GB 8516061	A	19850625		198603
GB 2194369	A	19880302	GB 8522361	A	19850625		198809
CA 1245361	A	19881122					198851
GB 2161629	B	19890517					198920
GB 2194369	B	19890517					198920
US 5083271	A	19920121	US 88228847	A	19880803		199206
US 5917725	A	19990629	US 85749311	A	19850626	G06F-017/161	199932
			US 88228847	A	19880803		
			US 91779084	A	19911018		
			US 93144499	A	19931102		
			US 95449693	A	19950524		

Priority Applications (No Type Date): CA 457628 A 19840627

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
DE 3522136	A		47			

US 5083271	A	24	
US 5917725	A		Cont of US 85749311
			Cont of US 88228847
			Cont of US 91779084
			Cont of US 93144499
			Cont of US 5083271

Abstract (Basic): DE 3522136 A

A number of **video game** units is coupled via an interface to a telephone line. Each unit has an associated **video** monitor (2). Each interface has an associated card reader. A central processor is coupled over the telephone line with the interface modules.

In addition the system may be coupled to remotely located **video game** units which have monitors, interfaces and card readers. The units are coupled by Modems to a telephone line or cable to the central processor. A user enters a credit card into the terminal and is allocated access on a time basis to the **video game** units.

USE - Multi-user access to **video game contest** equipment.

0/3

Title Terms: **ELECTRONIC** ; COMPETE; SYSTEM; **VIDEO** ; **GAME** ; DATA;

PROCESSOR; CHECK; CREDIT; CARD; ENTER; ALLOW; ACCESS

Derwent Class: P36; T01; W01; W04

International Patent Class (Main): G06F-017/161

International Patent Class (Additional): A63F-009/22; G06F-007/04;

G06F-013/00; G06F-015/44

File Segment: EPI; EngPI

14/5/16 (Item 16 from file: 351)

DIALOG(R) File 351:DERWENT WPI

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004471410

WPI Acc No: 85-298288/198548

XRPX Acc No: N85-222094

**Electronic game for advertising or publicity purposes - has integrated circuit which emits coded signal to determine whether prize has been won**

Patent Assignee: NEIMAN SA (NEIM )

Inventor: BOMBLED J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
FR 2563032	A	19851018					198548 B

Priority Applications (No Type Date): FR 845793 A 19840412

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
FR 2563032	A		3			

Abstract (Basic): FR 2563032 A

The game makes use of a remote control **transmitter** which is made fully operational by insertion of an integrated circuit containing an emitting circuit which incorporates a coded value unique to that circuit. Various pins can be left connected or otherwise to provide a means of authenticating the circuit, safeguarding against fraudulent usage.

The integrated circuit is distributed to target clientele by any of the conventional means of distribution, for e.g postage, by courier, or incorporation in magazines etc. On receipt the integrated circuit can be brought to a nominated location and plugged into the **transmitter** . If the code in the circuit corresponds to a prize winning code the **transmitter** operates and causes the actuation of a promotional unit.

USE - Promotional unit making use of remote control actuation as test of winning prize.

0/0

Title Terms: **ELECTRONIC** ; **GAME** ; **ADVERTISE** ; PUBLICITY; PURPOSE;

INTEGRATE; CIRCUIT; EMIT; CODE; SIGNAL; DETERMINE; PRIZE

Derwent Class: P85; T04; W04  
International Patent Class (Additional): G06K-019/00; G09F-019/00  
File Segment: EPI; EngPI

14/5/17 (Item 17 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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004175042

WPI Acc No: 85-001922/198501

XRPX Acc No: N85-001285

Video game appts. with advertising facility - uses controller to actuate switch to allow video player to operate display when game is not being played

Patent Assignee: GILMORE M (GILM-I)

Inventor: OLEARY P A; VESEY N

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2141907	A	19850103	GB 8315201	A	19830602		198501 B

Priority Applications (No Type Date): GB 8315201 A 19830602

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
GB 2141907	A		9			

Abstract (Basic): GB 2141907 A

Advertising material is stored on a video player (9). When a game is being played, control electronics (10) switches the tv screen (6) to show the output from game circuitry. When the machine is free, the electronics would switch over the screen (6) to the video player in order to display the advertising material.

The only links between the advertising and the game hardware are the control signals and the switching of the video output. Two control signals are provided, one to indicate when a coin is inserted and the other to show whether a game is being played or not. If desired these two signals can be combined. These signals also ensure that adverts do not interrupt a game and also allow a game to be played while an advert is being shown. The game section comprises a microprocessor for starting to run a programme stored in a ROM. A RAM is used to store players scores etc and for the VDU screen memory.

USE - For clubs, public houses or amusement arcades.

2/4

Title Terms: VIDEO ; GAME ; APPARATUS; ADVERTISE ; FACILITY; CONTROL; ACTUATE; SWITCH ; ALLOW; VIDEO ; PLAY; OPERATE; DISPLAY; GAME ; PLAY  
Derwent Class: P85; T01; T05; W04  
International Patent Class (Additional): G06F-003/15; G09F-023/14  
File Segment: EPI; EngPI

14/5/18 (Item 18 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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003381175

WPI Acc No: 82-N9210E/198242

Electronic game furniture - has CRT visible through table carrying controls with remote electronic circuitry enabling reduced size and increased knee room

Patent Assignee: HORAN P (HORA-I)

Inventor: HORAN P

Number of Countries: 012 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 8203318	A	19821014					198242 B
EP 75564	A	19830406					198315

Priority Applications (No Type Date): US 81287297 A 19810727; AU 818277 A 19810402

Cited Patents: CH 534530; FR 7519023; GB 2061739; US 4173024; US 4247106; US 4302011

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
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WO 8203318	A	E	37				
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Designated States (National): AU JP

Designated States (Regional): AT BE CH DE FR GB LU NL SE

EP 75564	A	E					
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Designated States (Regional): AT BE CH DE FR GB LI LU NL SE

Abstract (Basic): WO 8203318 A

The game furniture table (1) with controls (6) on each side carries a CRT (4) coplanar with its top surface. The tube is remotely driven by circuitry (20), which may be mounted in one of the seats (14) fixed either side of the table, to which it is connected by a cable (24).

On the underside of the table a housing (7) encases the tube and terminates in a longitudinally extending box structure. Since the table structure yousehouses only the CRT and side-mounted controls, the knee room beneath it is increased. In one arrangement the game appts. may, when not in use by players, **alternately** display the game board in an 'attract' mode and **advertising** information e.g supplied from a VCR.

1/11

Title Terms: **ELECTRONIC** ; **GAME** ; FURNITURE; CRT; VISIBLE; THROUGH; TABLE; CARRY; CONTROL; REMOTE; **ELECTRONIC** ; CIRCUIT; ENABLE; REDUCE; SIZE; INCREASE; KNEE; ROOM

Derwent Class: P25; P36; V04; W04

International Patent Class (Additional): A47B-081/06; A63F-009/22

File Segment: EPI; EngPI

14/5/19 (Item 19 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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003338183

WPI Acc No: 82-J6196E/198229

Video game machine displaying commercial advertisements - uses system programme to cause microprocessor unit to switch out of game sequence and into advertisement period

Patent Assignee: COMPUTER FIELD SUPP (COMP-N)

Inventor: WEDDELL R

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat	No Kind	Date	Main IPC	Week
GB 2091069	A	19820721					198229 B

Priority Applications (No Type Date): GB 8116298 A 19810528; GB 81794 A 19810112; GB 82820 A 19820112

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
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GB 2091069	A		2				
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Abstract (Basic): GB 2091069 A

Whilst the **video game** is in the 'attach mode', the system programme will cause a microprocessor unit to **switch** out of the **game** demonstration sequence and into the first **advertisement** period encoded on the peripheral hardware.

Following the advertisement, an **electronic** 'flag' causes the microprocessor unit to reset the **video game** demonstration sequence which will then recommence. This sequence continues to repeat until a proposed player inserts a coin into the device, this causes the microprocessor to re-set the **game** sequence.

Title Terms: **VIDEO** ; **GAME** ; MACHINE; DISPLAY; COMMERCIAL; **ADVERTISE** ; SYSTEM; PROGRAMME; CAUSE; MICROPROCESSOR; UNIT; **SWITCH** ; **GAME** ; SEQUENCE; **ADVERTISE** ; PERIOD

Index Terms/Additional Words: **MICROPROCESSOR** ; **UNIT**



Derwent Class: T01; W04; W05  
International Patent Class (Additional): G06F-003/15  
File Segment: EPI

14/5/20 (Item 20 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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003303435  
WPI Acc No: 82-F1446E/198218  
**Coin operated amusement or gaming machine - displays advertisements on video screen when not being used**  
Patent Assignee: ACE COIN EQUIP LTD (ACEC-N)  
Inventor: ARNOLD W K; BERRYMAN G J; EARLE M; HULL J; LLOYD D R; MILTON D J; PHILLIPS H J  
Number of Countries: 001 Number of Patents: 002  
Patent Family:  
Patent No Kind Date Applicat No Kind Date Main IPC Week  
GB 2086115 A 19820506 GB 8131308 A 19811016 198218 B  
GB 2086115 B 19840718 198429

Priority Applications (No Type Date): GB 8033870 A 19801021; GB 8131308 A 19811016  
Patent Details:  
Patent Kind Lan Pg Filing Notes Application Patent  
GB 2086115 A 5

Abstract (Basic): GB 2086115 A  
The coin-operated amusement or gaming machine has a **video** display screen and produces an advertising **video** signal to cause an advertisement to be displayed on the display screen during the operation of the machine in idle periods when a **game** is not being played on the machine.  
Preferably, information for producing the **advertising** video signal is stored in a multiple element storage unit and the multiple element storage unit stores information relating to a number of different **advertisements** to produce **several** different **advertising** video signals and the **advertisement** to be displayed is **selected** in accordance with predetermined rules. **Alternatively** the stored information may be **changeable** to allow different **advertisements** to be displayed.

Title Terms: COIN; OPERATE; AMUSE; **GAME** ; MACHINE; DISPLAY; ADVERTISE; **VIDEO** ; SCREEN  
Derwent Class: T05; W04  
International Patent Class (Additional): G07F-017/34  
File Segment: EPI

14/5/21 (Item 21 from file: 347)  
DIALOG(R)File 347:JAPIO  
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05020121 \*\*Image available\*\*  
SCREEN SWITCHING METHOD AND GAME MACHINE USING IT

PUB. NO.: 07-312721 [JP 7312721 A]  
PUBLISHED: November 28, 1995 (19951128)  
INVENTOR(s): IWADE TAKASHI  
NAKANISHI HITOSHI  
MATSUOKA YUICHI  
APPLICANT(s): SEGA ENTERP LTD [400891] (A Japanese Company or Corporation), JP (Japan)  
APPL. NO.: 06-128181 [JP 94128181]  
FILED: May 18, 1994 (19940518)  
INTL CLASS: [6] H04N-005/262; A63F-009/22; H04N-007/18  
JAPIO CLASS: 44.6 (COMMUNICATION -- Television); 30.2 (MISCELLANEOUS GOODS -- Sports & Recreation)

#### ABSTRACT

PURPOSE: To attain continuous screen switching by converting screens A, B into sprite image data, fixing the data to different faces of a polygon, displaying the data onto a monitor while turning and moving the polygon and displaying the screen B from the screen A.

CONSTITUTION: The following operations are conducted by using a scroll background scroll data and sprite **video** RAM and a **video** display processor or the like based on a CPU and a program stored in a ROM: When the display is **switched** from a final screen 60 (**ad**) to start screen 61 in the case of screen **change**, the screens 60, 61 are converted into sprite image data and fixed onto different and adjacent faces of a hexahedron. Then the data are displayed on the display screen 70 of a monitor while moving and turning the hexahedron in the direction of the arrow and finally only the screen 61 is displayed from the start screen 60 to **change** the screens. Thus, screen **change** is conducted continuously and a very interesting **video game** is realized.

14/5/22 (Item 22 from file: 347)

DIALOG(R)File 347:JAPIO

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04956757 \*\*Image available\*\*

IMPACT-SENSING CONTROL BUTTON

PUB. NO.: 07-249357 [JP 7249357 A]

PUBLISHED: September 26, 1995 (19950926)

INVENTOR(s): NAKAJIMA NOBUO

APPLICANT(s): JAPAN AVIATION ELECTRON IND LTD [352271] (A Japanese Company or Corporation), JP (Japan)

APPL. NO.: 06-038657 [JP 9438657]

FILED: March 09, 1994 (19940309)

INTL CLASS: [6] H01H-035/14; H01H-013/00

JAPIO CLASS: 42.1 (ELECTRONICS -- Electronic Components); 30.2 (MISCELLANEOUS GOODS -- Sports & Recreation)

#### ABSTRACT

PURPOSE: To enable signals proportional to controlled variables to be entered into a game machine and the like by providing a control button which is supported in such a way as to be suspended from a base by a spring, a pressure sensor that produces electric signals proportional to the intensity of impacts, and an AD converter.

CONSTITUTION: A first spring is provided at the large-diameter part 15 of the upper end of a shaft cylinder 12 to suspend a control button 20 from a base 11, and a claw 24B at the lower end of a propulsion shaft 24 is engaged in a notch 12B in the lower end of the shaft cylinder 12 to stop the button 20. When impact is applied to the button 20 the projection 31 of a pusher 30 which the shaft 24 elastically supports exerts impact pressure on the projection 41 of a pressure sensor 40. A **change** in current made to flow by application of a certain voltage to the sensor 40 is converted into a voltage signal by a fixed resistor, and its peak hold value is converted from analog to **digital** form by an **AD** converter and sampled. Since this signal value is varied depending on the intensity of the impact on the button 20, a controlled variable that is entered into a **game** machine or the like and provided to an image can be controlled.

14/5/23 (Item 23 from file: 347)

DIALOG(R)File 347:JAPIO

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03657282 \*\*Image available\*\*

**VIDEO GAME MACHINE**

PUB. NO.: 04-022382 [JP 4022382 A]

PUBLISHED: January 27, 1992 (19920127)

INVENTOR(s): UCHIDA MAKOTO  
APPLICANT(s): SEGA ENTERP LTD [400891] (A Japanese Company or Corporation),  
JP (Japan)  
APPL. NO.: 02-127170 [JP 90127170]  
FILED: May 17, 1990 (19900517)  
INTL CLASS: [5] A63F-009/22; G09G-005/00  
JAPIO CLASS: 30.2 (MISCELLANEOUS GOODS -- Sports & Recreation); 44.9  
(COMMUNICATION -- Other)  
JOURNAL: Section: C, Section No. 935, Vol. 16, No. 180, Pg. 110, April  
30, 1992 (19920430)

#### ABSTRACT

PURPOSE: To display a shop's name useful for enhancing the identity of the shop within a screen by calling a recorded symbol group, synthesizing it with a general picture plane, and displaying the resulting picture plane in a part of the displayed picture plane of general mode at fixed time intervals.

CONSTITUTION: When a test **switch** 6 is pushed to return a picture plane to general mode, a CPU 15 executes the program of a **game** picture plane from a ROM 16 until a coin is inputted and **transmits** an **advertising** image signal in the program to a RAM 17. The RAM 17 projects the **advertising** picture plane on a CRT screen 5, and also calls a character signal recorded in a RAM 19, and **transmits** an image synthesized by adding the character signal to the **advertising** image signal at fixed time intervals to the RAM 17 to display a character line on the CRT screen 5 for a fixed time. In a **video game** machine, a character line 'WELCOME TO' is momentarily displayed on the upper part of the CRT screen 5 at the time of starting the **advertising** picture plane or **game**, and, thereafter, a character line selected by the shop input mode of test mode is displayed in the same position as WELCOME TO and erased.

14/5/24 (Item 24 from file: 347)  
DIALOG(R) File 347:JAPIO  
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01285687 \*\*Image available\*\*  
**ELECTRONIC TIME PIECE WITH GAME**

PUB. NO.: 58-223087 [JP 58223087 A]  
PUBLISHED: December 24, 1983 (19831224)  
INVENTOR(s): ONDA MASATO  
HASEGAWA SHIGEJI  
APPLICANT(s): SHARP CORP [000504] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 57-105987 [JP 82105987]  
FILED: June 18, 1982 (19820618)  
INTL CLASS: [3] G04G-001/00; A63F-009/00  
JAPIO CLASS: 29.3 (PRECISION INSTRUMENTS -- Horologe); 30.2 (MISCELLANEOUS  
GOODS -- Sports & Recreation)  
JAPIO KEYWORD: R005 (PIEZOELECTRIC FERROELECTRIC SUBSTANCES); R011 (LIQUID  
CRYSTALS); R109 (INSTRUMENTATION -- Digital Clocks & Watches)  
; R131 (INFORMATION PROCESSING -- Microcomputers &  
Microprocessors)  
JOURNAL: Section: P, Section No. 267, Vol. 08, No. 79, Pg. 117, April  
11, 1984 (19840411)

#### ABSTRACT

PURPOSE: To improve the amusing quality of a game by enabling the display of the best score for a game during the operation of a desired switch in the game display mode.

CONSTITUTION: In the display mode of a game, a ball B is struck back with a left racket L and a right racket R and a score is displayed. When the ball B fails to be struck, the lamp for an error ball B(sub 9) comes on for indication of an error that a ball flies past behind the racket R and then, upon the end of the game, the display mode of the game is entered with an automatic **switch**. To score thus gained is composed with the best score

memorized in a memory circuit of an LSI and when it is larger than that, the memorized value is rewritten. In the display mode of the game, the best score can be displayed as desired by the operation of a switch .



Set	Items	Description
S1	25817	(COMPUTER? OR VIDEO? OR ELECTRONIC? OR DIGITAL? OR WEBBASE? OR WWW OR WORLD()WIDE()WEB OR ONLINE) (S) (GAME? OR CONTEST? OR COMPETITION? OR RPG?) OR VIDEOGAME? OR COMPUTERGAME?
S2	182574	AD OR ADVERTIS? OR COMMERCIAL()SPOT OR BANNER? OR PREVIEW? OR (PROMOTIONAL OR SALES)()MESSAGE?
S3	2152	S2(5N) (MULTIPL? OR SEVERAL? OR SELECT? OR MANY OR PLURAL? - OR ADDITIONAL?)
S4	760819	DOWNLOAD? OR SEND? OR RECEIVE? OR ONLINE OR ON()LINE? OR T- RANSMIT? OR TRANSMISSION?
S5	25	S1 AND S3
S6	57	S1 (3N) S2 (5N) S4
S7	11179	S2(5N) (SWITCH? OR CHANGE? OR MODIF? OR NEW? OR REPLACE? OR ALTER? OR ROTATE?)
S8	114	S1 AND S7
S9	30	S8 AND S4
S10	13	S7 AND S6
S11	23	S1(S)S7(S)S4
S12	95	S5 OR S6 OR S9 OR S10 OR S11
S13	94	RD (unique items)
S14	34	S13 NOT PY>1995
S15	33	S14 NOT PD=950630:970630
S16	33	S15 NOT PD=970630:990730
S17	33	S16 NOT PD=990730:20000601
File	77:	Conference Papers Index 1973-2000/May (c) 2000 Cambridge Sci Abs
File	35:	DISSERTATION ABSTRACTS ONLINE 1861-1999/DEC (c) 2000 UMI
File	583:	Gale Group Globalbase(TM) 1986-2000/Jun 01 (c) 2000 The Gale Group
File	2:	INSPEC 1969-2000/Apr W4 (c) 2000 Institution of Electrical Engineers
File	65:	Inside Conferences 1993-2000/May W4 (c) 2000 BLDSC all rts. reserv.
File	233:	Internet & Personal Comp. Abs. 1981-2000/May (c) 2000 Info. Today Inc.
File	99:	Wilson Appl. Sci & Tech Abs 1983-2000/Apr (c) 2000 The HW Wilson Co.

17/5/1 (Item 1 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06147933

New pager firms vie to bust monopoly  
HUNGARY: COMPETITION IN PAGING MARKET  
The Budapest Sun (XJG) 27 Apr-03 May 1995 p.5  
Language: ENGLISH

Operator Hungaria, which used to be the only operator of paging services in Hungary, is faced with **competition** from two new-comers. The paging services of EasyCall, which is owned by Telecom Finland, Matrix Europe of Australia and Wallis Holding of Hungary, and Eurohivo, a joint venture of Antenna Hungaria and Tele-Diffusion de France, are based on the European Radio Messaging System (ERMES). This **digital** technology allows fast **transmission** of longer messages than those **transmitted** by Operator Hungaria. However, the new-comers provide the service only in Budapest, while Operator covers the whole country. There are about 18,000 paging subscribers in Hungary. In order to reach the west European penetration rate of 1.5% Hungary would need 150,000 subscribers. Kimmo Irpola from EasyCall estimate that the rate could be reached by the year 2000. All three operators are launching **advertising** campaigns to gain **new** subscribers.

COMPANY: ERMES; TELE-DIFFUSION DE FRANCE; ANTENNA HUNGARIA; EUROHIVO;  
WALLIS HOLDING; MATRIX EUROPE; TELECOM FINLAND; EASYCALL; OPERATOR HUNGARIA

PRODUCT: Messaging Svcs (4811ME); Paging Services (4838PG);  
EVENT: Marketing Procedures (24); Market & Industry News (60);  
COUNTRY: Hungary (6HUN);

17/5/2 (Item 2 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06088274

Samsung Breaks Ad Industry Reliance on In-house Agency  
SOUTH KOREA: SAMSUNG TO HIRE ADVERTISING AGENCY  
Korea Economic Weekly (XBG) 5 Dec 1994 P.16  
Language: ENGLISH

In South Korea, Samsung **Electronics** has decided to engage outside advertising agencies rather than use its in-house agency Cheil Communications. The firm will give its refrigerator advertising account to an agency Welcome Communications. Welcome was **selected** because of its outstanding refrigerator **advertising** campaign shown during presentation sessions. The firm has posted WON 8.5 bn in ad billings in 1993, and is known for its creative and "sensational" advertising ideas. Samsung, with WON 8-10 bn in refrigerator ad billings per year, intends to launch "open **competition**" in the advertising of washing machines and others. Meanwhile, Lucky Ltd, a household goods producer, also intends to open advertising to outside agencies including foreign firms.

COMPANY: WELCOME COMMUNICATIONS; CHEIL COMMUNICATIONS; LUCKY LTD; SAMSUNG ELECTRONICS  
PRODUCT: Consumer Electronics (3650); Refrigerators & Freezers (3632);  
EVENT: Companies Activities (10); Marketing Procedures (24);  
COUNTRY: South Korea (9SOK);

17/5/3 (Item 3 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06030947

HK Telecom plugs into multimedia future

HONGKONG: HK TELECOM IN MULTIMEDIA  
The HongKong Standard (XKR) 01 Aug 1994 FR p.3  
Language: ENGLISH

Hongkong Telecom will provide Hongkongers with interactive multimedia system comprising **video** -on-demand (VOD), **advertising**, home shopping, marketing database, education, information, **on-line** transactions, and **games**. Television viewers are allowed to "talk back" to their TV sets using the ubiquitous telephone lines installed in their homes. For telephone subscribers, they can become active viewers by being able to reach programs they've asked for when they want to see them. HK Telecom's 9-month VOD trial commencing this month will demonstrate the capabilities of Asia's first interactive multimedia system, planned for launch in Hong Kong next year. It is estimated the multimedia services will contribute about 30% of the company's total turnover. To fully enlarge the current level of services, Hongkong Telecom has recently signed separate Memorandum of Understandings (MOUs) with the ATV channel and locally listed Mei Ah. It also expects to wrap up final MOU discussions with TV Pearl and Golden Harvest. It is also eyeing famous advertising companies for multi-media tie-ups.

COMPANY: GOLDEN HARVEST; TV PEARL; VIDEO-ON-DEMAND; VOD; HONGKONG TELECOM;  
MEI AH

PRODUCT: Telephone Communications (4811);  
EVENT: Product Design & Development (33);  
COUNTRY: Hong Kong (9HON);

17/5/4 (Item 4 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06024905  
Handys funken um die Wette  
GERMANY: FIERCE COMPETITION ON HANDY MARKET  
Horizont (XGZ) 29 Jul 1994 p.9  
Language: GERMAN

In Germany, suppliers of mobile telephones are planning extensive advertising campaigns and new product launches to secure themselves a share in the hotly **contested** market which is expected to gain just under 1mn new users during 1994. Market focus is on handies, the ever smaller mobile telephones. Motorola **Electronic** GmbH, market leader along with Ericsson, Nokia and Siemens, is planning to invest **several** million marks in print **advertising** from September. Ericsson, to speed up advertising from October, is launching a new handy in August, claimed to currently be the worldwide smallest with 193 grams and very easy handling. Also smaller suppliers are trying to gain market shares by launching new products. Panasonic is planning advertising campaigns and new product launches for 1995. AEG Mobile Communication of Ulm is planning an ad campaign in the autumn, following the launch of its first own mobile phone. A market newcomer is Bang & Olufsen which is also offering its own mobile phone with advertising getting under way in the autumn.

COMPANY: ERICSSON; MOTOROLA; PANASONIC; BANG & OLUFSEN; MOTOROLA  
ELECTRONIC; SIEMENS; NOKIA; AEG MOBILE COMMUNICATION

PRODUCT: Cellular Radio Equipment (3662CE); Advertising (7310); Marketing  
(9914);  
EVENT: Product Design & Development (33); Planning & Information (22);  
Market & Industry News (60);  
COUNTRY: Germany (4GER);

17/5/5 (Item 5 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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06000301

**Video game** players get global connection  
HONG KONG: COMPUSERVE CONNECTS **VIDEO GAME** PLAYER  
South China Morning Post (XKT) 07 Jun 1994 Technology Post p.10  
Language: ENGLISH

CompuServe Hong Kong's **Video Games** Forum and **Video Game** Publishers' Forum is now able to provide a direct connection between **video game** players in the territory and fellow players and **game** publishers all over the world. Using these forums, members can **preview new games**, talk strategy and **receive** hints, tips and short-cuts on their favourite **games**. The **Video Games** Forum, GO VIDGAMES, is an **on-line** special interest group for users of Sega Genesis, Super Nintendo, 3DO Multiplayer, Atari Jaguar, Philips CD-I and other **game** consoles. GO VIDPUB provides **on-line** support from well-known **game** publishers, as well as news, product announcements, **game** codes, screen samples and sound files. CompuServe members in Hong Kong pay a monthly fee of HKD 158. \*

COMPANY: GO VIDPUB; NINTENDO; SEGA; GO VIDGAMES; COMPUSERVE HONG KONG

PRODUCT: Computers & Auxiliary Equip (3573); **Video Games** Software (7372VG); Electronic Games (3651EG); Consumer Electronics (3650);  
EVENT: Product Design & Development (33);  
COUNTRY: Hong Kong (9HON);

17/5/6 (Item 6 from file: 583)  
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05944146

Northwest partners with KLM Royal Dutch  
HONG KONG: ROYAL DUTCH & NORTHWEST'S NEW SERVICE  
HK Economic Journal (XKG) 17 Feb 1994 p.26  
Language: CHINESE

KLM Royal Dutch Airlines will provide a "Global Business Class" (translated name) service jointly with Northwest Airlines, Inc. According to KLM Royal Dutch Airlines' A. van der Werf, General Manager - China, Hong Kong & Macau, the airline will expand the cabin space and reduce the number of seats. Space between seats will be expanded to 18" which is 10" wider than the ordinary space between business class seats. Northwest's Managing Director for HK, China & Taiwan, Mr. J.D. Watkins, points out that business class passengers now want more choices and want to control their own times for sleep, rest, eat, work, and even time to watch in-flight movies. He said that the new service will have personal **video** terminals with 6 channels. All seats in 747 models of the 2 airlines and MD-11 of KLM Royal Dutch will be installed with a "Worldlink" entertainment facility which enables playing of **video games** and shopping for duty-free goods. In Hong Kong, Northwest is providing maintenance services for KLM Royal Dutch, and the 2 airlines are sharing one VIP boarding lounge in the HK International Airport. The 2 airlines have also carried out **many** joint promotion activities and **advertisements**. Currently, KLM Royal Dutch has a 20% interest in Northwest. \*

COMPANY: NORTHWEST AIRLINES; NORTHWEST AIRLINES INC; KLM ROYAL DUTCH; KLM ROYAL DUTCH AIRLINES

PRODUCT: Scheduled Airlines (4510);  
EVENT: Product Design & Development (33); Planning & Information (22);  
COUNTRY: Netherlands (4NET); Hong Kong (9HON); United States (1USA);

17/5/7 (Item 7 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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05334022



Vokser på OL og TV 2

NORWAY - ELKJOP SEES STRONG GROWTH  
Dagens Naeringsliv (DN) 18 September 1992 p19  
Language: Norwegian

Elkjop (Norway), consumer electronics chain, has seen growth of 30% so far in 1992, with 18% of the turnover growth coming from autonomous growth and the remainder from the purchase of Aktuell, rival concern. The market as whole will have around 5% 1992 growth. Elkjop will see NKr1.7 bil 1992 turnover, giving it a 25%-30% market share. It invests heavily in marketing, with around NKr70 mil in TV **advertising**. The Olympic **Games** and TV2 have boosted TV and satellite **receiver** sales in Norway, making it an excellent year for the electronics trade.

COMPANY: ELKJOP

PRODUCT: Television Equipment (3651TV);  
EVENT: COMPANY REPORTS & ACCOUNTS - QUARTERLY (83); CAPITAL EXPENDITURE (43);  
COUNTRY: Norway (5NOR); OECD Europe (415); NATO Countries (420); European Free Trade Association Countries (511); Scandinavian Countries (512);

17/5/8 (Item 8 from file: 583)  
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04266303

WALKERS CRISPS AND NINTENDO LINK UP IN PROMOTIONAL JV  
UK - WALKERS CRISPS AND NINTENDO LINK UP IN PROMOTIONAL JV  
Confectioner Tobacconist & Newsagent (CRTN) 3 May 1991 p23

Walkers Crisps is joining up with Nintendo, video game system, in an on-pack promotion which offers Nintendo Action Sets to consumers throughout May 1991. The offer is available on all of Walkers' snack packets and will be supported by a TV **ad** campaign. In addition five winners/d will **receive** bonus blockbuster **games**.

PRODUCT: Crisps & Snacks (2099CS);  
EVENT: MARKETING PROCEDURES (24);  
COUNTRY: United Kingdom (4UK); OECD Europe (415); NATO Countries (420); South East Asia Treaty Organisation (913);

17/5/9 (Item 9 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
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04186047

CTT investem/  
PORTUGAL - CTT TO INVEST IN INFRA-STRUCTURES AND BETTER SERVICES  
Diario De Noticias (DDN) 20 March 1991 p30  
Language: Portuguese

Correios e Telecomunicacoes de Portugal (CTT), post office and telecoms group, forecasts Contos20 mil investments by 1993 in postal infra-structures and improved services. It aims to respond to technological developments and increased competition, especially in electronic message **transmission** and **electronic** funds transfer fields. It is launching an **ad** campaign on 20 March 1991. In the long term CTT, as Correios de Portugal, will be concentrating basically on electronic mailing. By end 2nd-qtr 1991 Correios de Portugal, post office, will split from Telecom Portugal, and the present CTT will become a joint stock and holding company of the telecoms group, which is expected to include Marconi and TLP. On 22 March 1991 the legal constitution of Telecomunicacoes Moveis Nacionais, mobile telecoms concern, will take place, with CTT and TLP each holding 50% shares. This firm will operate a public mobile phone network and the already existing mobile phones service.

PRODUCT: Electronic Point of Sale Systems (3573EP); Electronic Mail (4811EM);  
EVENT: LAND USE/PURCHASE/SALES (41);  
COUNTRY: Portugal (4POR); European Economic Community Countries (419);  
NATO Countries (420);

17/5/10 (Item 10 from file: 583)  
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03808053

**COMPETITION IN VIDEO SAMPLING SYSTEMS MARKET**  
US - **COMPETITION IN VIDEO SAMPLING SYSTEMS MARKET**  
Billboard (BBD) 27 October 1990 p59,64  
ISSN: 0006-2510

Manufacturers of interactive consumer sampling machines competing for a share of a potentially vast US market are trying to persuade **video** retailers to buy their respective systems. Disc Information Systems (DIS) which claims that its Select-A-View system is already in use in 1,200 stores, is in direct **competition** with the PICS system from PICS **Previews**

Entertainment Division. **Select -A-View** (Ann Arbor, MI) mainly services small chains and independent retailers and PICS (Stamford, CT) is also targeting smaller retailers. Both companies offer systems which allow consumers to select which clips to view. Meanwhile Winchester Data Products (Raleigh, NC) has signed up about 30 stores for its Movie Preview Center product. **Video** retailers seem to have a mixed reaction to interactive consumer sampling machines. While the machines are generally appreciated by customers, **video** retailers find them rather expensive and are uncertain whether they will increase their sales. Article discusses interactive consumer sampling and the systems available in some detail.

PRODUCT: Records & Tapes (3652);  
EVENT: MARKET & INDUSTRY NEWS (60);  
COUNTRY: United States (1USA); NATO Countries (420); South East Asia  
Treaty Organisation (913);

17/5/11 (Item 1 from file: 2)  
DIALOG(R)File 2:INSPEC  
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5080050 INSPEC Abstract Number: C9511-7210-024

**Title: Refreshable CD and the full service network: the twin peaks of multimedia**

Author(s): Bronfman, M.C.  
Conference Title: 16th National Online Meeting Proceedings - 1995 p. 31-42

Editor(s): Williams, M.E.  
Publisher: Learned Inf, Medford, NJ, USA  
Publication Date: 1995 Country of Publication: USA xii+431 pp.  
Conference Title: Proceedings 16th National Online Meeting  
Conference Sponsor: Learned Inf.  
Conference Date: 2-4 May 1995 Conference Location: New York, NY, USA  
Language: English Document Type: Conference Paper (PA)  
Treatment: Practical (P)

Abstract: The paper develops the premise that over the next several years refreshable packaged compact disc (CD) media and networked media are likely to become increasingly interdependent. Throughout this growth, packaged media and networked media will each maintain their own character and market presence. Significant advancements to the CD medium itself will be the basis for enabling content suppliers to expand CD formats to new entertainment and information titles and services. New CD titles will include CD video entertainment, next generation interactive games, interactive shopping, CD music videos, and video rich entertainment. The capability to effectively "refresh" static media through online formats will be a second major fundamental growth engine for CD packaged media. Integration of advanced online capabilities, software enhancements and

expanded end user device memory will lead to new services across two critical dimensions: video richness and interactivity. Online formats will likely serve as the "glueware" to facilitate the introduction new CD functionality. For example, smart software will refresh, supplement and extend static media; **online** codes will unlock **advertising** content based on end user demographics; and usage meters will support online measurement and billing of CD media on a per use basis. Through this increased functionality, packaged media will stimulate certain future interactive TV services and pave the way for significant long term growth. (0 Refs)

Descriptors: CD-ROMs; entertainment; information services; multimedia systems; technological forecasting

Identifiers: refreshable CD; full service network; multimedia; refreshable packaged compact disc; networked media; market presence; CD formats; information titles; CD video entertainment; next generation interactive games; interactive shopping; online formats; advanced online capabilities; software enhancements; expanded end user device memory; video richness; interactivity; glueware; CD functionality; smart software; end user demographics

Class Codes: C7210 (Information services and centres); C5320K (Optical storage); C7250 (Information storage and retrieval); C6130M (Multimedia)

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17/5/12 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

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03900384 INSPEC Abstract Number: C91039188

**Title: Control strategies for two-player games**

Author(s): Abramson, B.

Author Affiliation: Dept. of Comput. Sci., Univ. of Southern California, Los Angeles, CA, USA

Journal: Computing Surveys vol.21, no.2 p.137-61

Publication Date: June 1989 Country of Publication: USA

CODEN: CMSVAN ISSN: 0360-0300

U.S. Copyright Clearance Center Code: 0360-0300/89/0600-0137\$01.50

Language: English Document Type: Journal Paper (JP)

Treatment: Bibliography (B); Practical (P); Theoretical (T)

Abstract: **Computer games** have been around for almost as long as **computers**. Most of these **games**, however, have been designed in a rather **ad hoc** manner because **many** of their basic components have never been adequately defined. Some deficiencies in the standard model of **computer games**, the minimax model, are pointed out and the issues that a general theory must address are outlined. Most of the discussion is done in the context of control strategies, or sets of criteria for move selection. A survey of control strategies brings together results from two fields: implementations of real **games** and theoretical predictions derived on simplified **game**-trees. The interplay between these results suggests a series of open problems that have arisen during the course of both analytic experimentation and practical experience as the basis for a formal theory. (103 Refs)

Descriptors: **computer games**; game theory; games of skill; problem solving; search problems

Identifiers: standard model; **computer games**; minimax model; control strategies; move selection; real games; theoretical predictions; simplified game-trees

Class Codes: C1140E (Game theory); C7830D (Computer games); C1230 (Artificial intelligence)

17/5/13 (Item 3 from file: 2)

DIALOG(R)File 2:INSPEC

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03856957 INSPEC Abstract Number: D91001131

**Title: Tele-media: marketing's new dimension**

Author(s): Eisenhart, T.

Journal: Business Marketing vol.76, no.2 p.50-3

Publication Date: Feb. 1991 Country of Publication: USA

CODEN: BUMAED ISSN: 0745-5933

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Tele-media is the use of telephone and voice information services (900-, 800- and 976-numbers) to market, **advertise**, promote, entertain and inform. In **many** cases tele-media programs are interactive; that is, prospects call up and 'interact' with a **computer**-based system via their touch-tone phones. There are numerous ways telemedia can fit into business-to-business marketing programs. For example, by combining interactive phone and fax, a number of marketers now offer technical documentation and other product literature instantaneously. Other potential applications-which utilize toll-free and toll calls-induce incentive **contests**, dealer locator programs and market research. The author discusses some of the problems setting up such services and also the use of interactive fax. (0 Refs)

Descriptors: data communication systems; marketing; telephone systems

Identifiers: telephone information services; toll free calls; voice information services; tele-media programs; computer-based system; touch-tone phones; marketing; technical documentation

Class Codes: D2140 (Marketing, retailing and distribution); D4070 (Telephone systems)

17/5/14 (Item 4 from file: 2)

DIALOG(R)File 2:INSPEC

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03074690 INSPEC Abstract Number: B88015026

**Title: New videocommunication services**

Author(s): Flichy, P.

Author Affiliation: CNET, Issy-les-Moulineaux, France

Journal: Bulletin de l'IDATE no.25 p.130-8

Publication Date: Nov. 1986 Country of Publication: France

Conference Title: Les Services de Communication du Futur. Actes des 8/sup e/ Journees Internationales (Communication Services of the Future. Proceedings of the 8th International Congress)

Conference Date: 17-19 Nov. 1986 Conference Location: Montpellier, France

Language: French Document Type: Conference Paper (PA); Journal Paper (JP)

Treatment: Applications (A)

Abstract: Four types of service about to undergo trials on the Montpellier experimental network are described with their development perspectives and status. They comprise new forms of radio-television (subscription or point-of-use payment), combined TV and video information (**video** and audio library and bulletin-board services), commercial **video advertising** and local **transmission**, and alphageometric **videotex** for education, **video** 'mail-order' services and video games. (0 Refs)

Descriptors: advertising; television broadcasting; television networks; viewdata

Identifiers: subscription TV; library services; videocommunication services; trials; Montpellier experimental network; radio-television; combined TV and video information; bulletin-board services; advertising; alphageometric videotex; education; video 'mail-order' services; video games

Class Codes: B6210K (Viewdata and teletext); B6430J (Applications of television systems)

17/5/15 (Item 5 from file: 2)

DIALOG(R)File 2:INSPEC

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02493425 INSPEC Abstract Number: B85042203, C85038410

**Title: Micronet is coming**

Author(s): Woolf, F.

Journal: Computer Asia no.74 p.38-9

Publication Date: Dec. 1984 Country of Publication: Hong Kong  
CODEN: COASEA ISSN: 0256-4610  
Language: English Document Type: Journal Paper (JP)  
Treatment: Practical (P)  
Abstract: Hong Kong will soon see the launch of Micronet-an **electronic** magazine accessed through the viewdata network. As well as **news**, **games** and **advertisements**, business and home users will be able to **download** programs onto their PCs. (0 Refs)  
Descriptors: electronic publishing; viewdata  
Identifiers: Micronet; Hong Kong; electronic magazine; viewdata network; news; games; advertisements; **download** programs  
Class Codes: B6210K (Viewdata and teletext); C7210 (Information services and centres)

17/5/16 (Item 6 from file: 2)  
DIALOG(R)File 2:INSPEC  
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02457353 INSPEC Abstract Number: D85001656

**Title: British cable expands area franchises despite competition**

Author(s): Book, A.  
Journal: Direct Marketing p.120-1  
Publication Date: April 1985 Country of Publication: USA  
CODEN: DIMADI ISSN: 0012-3188  
Language: English Document Type: Journal Paper (JP)  
Treatment: General, Review (G)

Abstract: One of the reasons why cable television is not doing so well in Europe, or around the rest of the world for that matter, is the increasing penetration of the **videocassette** player/recorder. This provides a greater freedom of choice than a mere subscription to a cable channel. In spite of this **competition** from VCRs and VCPs, the British cable television authority is now **advertising** five **new** areas for the cable franchise extension in the UK. These five new franchises follow 11 that were granted in late 1983. So far, with the exception of the wide-band two-way cable system in Swindon, UK, cable programmes are seen in about 150000 British homes. Cable TV will get a boost from the British Government when it gives the all-clear to satellite mast antenna TV (SMATV). This allows small communities, flats, hotels and individuals who have a large satellite dish to **receive** programmes. Dish size has been a vital factor, particularly in the UK, where permission to place them in gardens is not as easy as in the USA, and any dish larger than three feet would even have trouble going on the roof. (0 Refs)

Descriptors: cable television  
Identifiers: videocassette player; videocassette recorder; British cable television authority; cable franchise; wide-band two-way cable system; satellite mast antenna TV; SMATV  
Class Codes: D4010 (Cable and satellite TV)

17/5/17 (Item 7 from file: 2)  
DIALOG(R)File 2:INSPEC  
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02062386 INSPEC Abstract Number: C83025688

**Title: Top ten games suppliers**

Author(s): Christian, C.  
Journal: Microcomputer Printout vol.4, no.4 p.23-6  
Publication Date: April 1983 Country of Publication: UK  
CODEN: MPRIDB ISSN: 0261-4499  
Language: English Document Type: Journal Paper (JP)  
Treatment: General, Review (G)

Abstract: With so **many** suppliers and manufacturers now **advertising** **computer** products, it can be very difficult for the newcomer to get a 'feel' for the market place. This article presents a buyer's guide which gives a thumbnail sketch of ten top **games** suppliers and what they do. (0 Refs)

Descriptors: personal computing

Identifiers: suppliers; manufacturers; buyer's guide; games suppliers  
Class Codes: C7830D (Computer games)

17/5/18 (Item 1 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00384223 95IE05-006

**A new pitch: advertising on the World- Wide Web is a whole new ball game**

O'Connell, Gerald M  
Internet World , May 1, 1995 , v6 n5 p54-59, 5 Page(s)  
ISSN: 1064-3923  
Company Name: Coor Brewing  
Product Name: Zima Clearmalt  
Languages: English  
Document Type: Feature Articles and News  
Geographic Location: United States

Provides information on the rapidly-growing field of advertising on the Internet. Says that the Internet is the fastest-growing medium in the world, characterized by low cost to both advertisers and consumers. Reports that for advertisers to be effective on the Internet, they need to concentrate on two things: gaining an understanding of the medium's attributes and relationships, and developing new skills in the traditional marketing disciplines of strategy, placement, and execution. Outlines a number of strategies that can be used to increase steady Web traffic, including sponsorship, developing tactics for keeping consumers **online** for a long time, and providing value-added gateways. Contains a case study on Norwalk, CT-based ModemMedia, producers of an **online** campaign for Zima Clearmalt beverage from Coors Brewing Co. Contains a timeline, a photo, and a sidebar on ModemMedia's pricing formula. (ekm)

Descriptors: Advertising; Internet; Strategy; Case Study; Trends  
Identifiers: Zima Clearmalt; Coor Brewing

17/5/19 (Item 2 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00384058 95IT05-035

**Tools for a new generation of interactive multimedia applications**

Information Today , May 1, 1995 , v12 n5 p47, 1 Page(s)  
ISSN: 8755-6286  
Company Name: Microsoft  
Product Name: Blackbird  
Languages: English  
Document Type: Product Announcement  
Geographic Location: United States

Announces that Microsoft of Redmond, WA (206) has released Blackbird (\$NA), a sophisticated design environment for online applications. Adds that it has outlined other new tools to support independent content providers for The Microsoft Network, Microsoft's planned online service. Says included are tools designed to create, update, and manage forums; and a software development kit that contains direct application programming interfaces to the Microsoft Network services. Notes that Blackbird is a primary solution for easy creation of interactive multimedia titles, enabling the implementation of **online** publications, consumer-oriented applications, business-to-business services, interactive **advertising**, and interactive **games**. States that Blackbird is primarily intended for designers with little or no programming experience, and it supports Standard Generalized Markup Language. (LDS)

Descriptors: Application Development; Online Systems; Window Software; Multimedia; SGML; Software Tools  
Identifiers: Blackbird; Microsoft

17/5/20 (Item 3 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00309117 93PI04-238

**Advanced Gravis UltraSound**

Kendall, Robert

PC Magazine , April 27, 1993 , v12 n8 p192-193, 2 Page(s)

ISSN: 0888-8507

Company Name: Advanced Gravis Computer Technology

Product Name: Advanced Gravis UltraSound

Languages: English

Document Type: Hardware Review

Grade (of Product Reviewed): C

Hardware/Software Compatibility: IBM PC Compatible; Microsoft Windows

Geographic Location: United States

Presents a mixed review of Advanced Gravis UltraSound (\$199; daughtercard for Philips or Sony CD-Rom interface, \$49; daughtercard for SCSI CD-ROM, \$69; 16-bit recording daughtercard, \$149; MIDI connector box, \$49; 1MB upgrade, \$30), a sound board from Advanced Gravis **Computer** Technology of Burnaby, BC, Canada (800, 604). Requires 512K RAM for DOS programs, 1MB RAM (2MB recommended) for Windows programs; 7MB hard disk space; DOS 5.0 or later; Windows 3.1. Based on an ICS GFI Custom ASIC, it uses wavetable lookup. Is **Ad** Lib and SoundBlaster compatible. Says **many** simpler instrument sounds are better than those possible using FM synthesis chips. Has great features for **game** players and MIDI hobbyists, but software limitations disqualify it for business or multimedia use. Suitability-to-Task chart rates it poor for professional-quality audio; fair for business applications; and good for **games** . Includes a Fact File.  
(FG)

Descriptors: Sound; Expansion Board; Hardware Review; MIDI; Audio Processing; Multimedia

Identifiers: Advanced Gravis UltraSound; Advanced Gravis Computer Technology

17/5/21 (Item 4 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00230802 90PM12-061

**The Rise of the Dragon, The Heart of China**

Ellison, Carol

PC Computing , December 1, 1990 , v3 n12 p299, 1 Pages

ISSN: 0899-1847

Languages: English

Document Type: Software Review

Grade (of Product Reviewed): A

Geographic Location: United States

Presents a very favorable review of The Rise of the Dragon and The Heart of China (\$59.95 each), adventure games from Dynamix, a division of Sierra **Online** of Coarsegold, CA (800). Requires 640K RAM. **Ad** Lib, Sound Blaster or Roland LAPC-1 sound card optional. Not copy protected. Says futuristic mysteries will delight those who dream of adventures in Shanghai. Have detailed scenery and animated live actors that has been scanned and digitized. Contains one screen display. (v1)

Descriptors: Games; Adventure; Software Review

Identifiers: Rise of the Dragon, The; Heart of China, The; Dynamix; Sierra Online

17/5/22 (Item 5 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00230789 90PM12-048

**Mixed-Up Mother Goose**

Ellison, Carol

PC Computing , December 1, 1990 , v3 n12 p286, 1 Pages

ISSN: 0899-1847

Languages: English

Document Type: Software Review

Grade (of Product Reviewed): A

Geographic Location: United States

Presents a very favorable review of Mixed-Up Mother Goose (\$39.95), \$59.95 CD-ROM version, a fairy tale game program from Sierra Online of Coarsegold, CA (800). Requires 512K RAM. Ad Lib, Sound Blaster or Roland LAPC-1 sound card optional. Not copy protected. Fairy tale characters speak to children at the keyboard, challenging them to unite the characters with their appropriate story. Includes hours of digitized voice and cinematic animation in 256-color VGA graphics. 'Will charm both the young and young at heart.' (v1)

Descriptors: Games; Fantasy; Software Review; Educational Computing

Identifiers: Mixed-Up Mother Goose; Sierra Online

17/5/23 (Item 6 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00230788 90PM12-047

**King's Quest**

Ellison, Carol

PC Computing , December 1, 1990 , v3 n12 p284-286, 2 Pages

ISSN: 0899-1847

Languages: English

Document Type: Software Review

Grade (of Product Reviewed): A

Geographic Location: United States

Presents a very favorable review of King's Quest V (\$59.95 \$69.95 CD-ROM version), an adventure **game** from Sierra Online of Coarsegold, CA (800). Requires 512K RAM. Ad Lib, Sound Blaster or Roland LAPC-1 sound card optional. Not copy protected. This engaging game offers rich animations in high-resolution 256-color graphics. The CD-ROM version has many special effects, while the floppy disk version is almost as impressive. Says it 'will thrill the most difficult-to-please person.' (v1)

Descriptors: Games; Adventure; Software Review; CD-ROM

Identifiers: King's Quest V; Sierra Online

17/5/24 (Item 7 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00220840 90CR07-315

**Print ad slowdown Computer chains explore alternatives**

Clark, Chris

Computer Reseller News , July 23, 1990 , n378 p99-100, 2 Pages

ISSN: 0893-8377

Languages: English

Document Type: Feature Articles and News

Geographic Location: United States

Reports that **computer** chains are starting to look into other ways of reaching their markets in view of the much reduced effectiveness of the traditional advertising media such as national and local newspapers, radio and television. Alternatives pursued include direct-mail, vendor-sponsored exhibitions and seminars, and heavier use of **computer** magazines. Says the traditional medias have been affected by **competition** as in the case of VCRs and cable on television. Says that, although **many** chains still use the traditional **advertising** channel, the trend points to increasing use of new advertising methods. (rqe)

Descriptors: Advertising; Strategy; Trends

17/5/25 (Item 8 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00200875 89LK09-006

**Q-Link adds music, animated chat**

LINK-UP , September 1, 1989 , v6 n5 p8, 1 Pages

ISSN: 0073-9988

Languages: English

Document Type: Feature Articles and News

Hardware/Software Compatibility: Commodore

Geographic Location: United States

Describes two new services which have been added to Q-Link, the **online** service for Commodore **computers** from Quantum **Computer** Services, Vienna, VA (703, 800). One of the new services, Music Connection, includes 6,500 **selections** ranging from classical to **advertising** jingles, and allows chat users to express themselves musically. The other service, Club Caribe, based on Lucasfilm **Games** ' **online** animation technology, allows users to create their own animated characters and interact at a simulated resort where they can get married, compete in an arcade **game** , or shop. Communication is provided by typed comments which appear in speech balloons above the characters. Q-Link costs \$9.95 per month for basic services, and additional services such as Club Caribe cost 8 cents per minute. Includes one screen display (p1). (djd)

Descriptors: Online Information; Music; Animation

Identifiers: Q-Link; Quantum Computer Services

17/5/26 (Item 9 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00192020 89CM05-020

**Quest for the Orb-ison News and opinion from a leading explorer of those fantasy realms called adventure games**

Addams, Shay

Commodore Magazine , May 1, 1989 , v10 n5 p58-59

Languages: English

Document Type: Column

Hardware/Software Compatibility: Commodore 64; Amiga

Geographic Location: United States

ADVENTURE ROAD column describes ten adventure **games** for the Commodore 64 or Amiga **computers** : AutoDuel; Faery Tale Adventure; Corruption; Fish; Rainbow Road; Adventure Construction Set; Star Flight; Future Magic; AD&D: Pool of Radiance; and The Mars Saga. Presents **several** tips for playing **AD &D**, Faery Tale Adventure, and The Mars Saga. Includes one illustration. (lj)

Descriptors: Adventure; Games; Commodore

17/5/27 (Item 10 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

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00176896 88PK09-241

**Experts cite lack of clarity in high-technology advertisements**

Karon, Paul

PC Week , September 19, 1988 , v5 n38 p119

Languages: English

Document Type: Feature Articles and News

Geographic Location: United States

Reports that a panel of **computer** industry executives and advertising experts at the recent Software Publishers Association conference faulted **several** **advertising** campaigns for hardware and software for having 'obscure text and inappropriate graphics.' Among the examples given was an ad for Q&A Write which was based on the **game** show 'Wheel of Fortune.' The vice president of Symantec Corp., who ran the ad, said 'We found out most people who buy word processors don't watch 'Wheel of Fortune.' ' Contains one photo. (djd)

Descriptors: Advertising

Identifiers: Q&A Write; Symantec

17/5/28 (Item 11 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00112658 85CM11-020

**QuantumLink debuts: With QuantumLink, you can access an online data base that harnesses the full range of Commodore's sound and graphics features**

Millman, Howard

Commodore: The Microcomputer Magazine , Nov/Dec 1985 , v6 n6 p92, 1 Pages

ISSN: 0744-8724

Languages: English

Document Type: Product Announcement

Geographic Location: United States

**Previews** QuantumLink (\$25 subscription fee, \$9.95 monthly fee), an **online** database for the Commodore 64 and 128 from Quantum Computer Service. Notes that it can be accessed via Uninet. Says that it will include software previews, special interest groups, bulletin boards, electronic mail, games, news, electronic shopping, financial services, and a learning center.

Descriptors: PRODUCT ANNOUNCEMENT; COMMODORE 64; ONLINE INFORMATION; ONLINE SYSTEMS

Identifiers: QuantumLink; Quantum Computer Service; Commodore 64; Commodore 128

17/5/29 (Item 12 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00093062 8425245

**Control video recalls modems**

Bartimo, Jim

InfoWorld , May 21 1984 , v6 n21 p14, 1 page

ISSN: 0199-6649

Languages: English

Document Type: Article

Geographic Location: United States

Reports that Control Video Corp. hopes that its GameLine will become the "MTV for software". Notes that the new venture will allow personal-**computer** users to **download** and **preview** software packages with specially designed modems.

Descriptors: \*Software Publishing; \*Software Evaluation; \*Electronic Shopping; \*Online Systems

Identifiers: GameLine; Control Video Corp.

17/5/30 (Item 13 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00035186

**Micro millionaire (business management game)**

Ahl, David

Creative Computing , Apr 1982 , v8 n4 p34, 1 page

ISSN: 0097-8140

Languages: English

Document Type: Software Review

Geographic Location: United States

A favorable review of a one-player **game** from Softside in which the player attempts to establish a company in the **computer** software business. The player must make **many** decisions concerning prices, production, **advertising**, etc. Difficult.

Descriptors: \*Software Review; \*Simulation; \*Business; \*TRS-80 Model I; Software Publishing; Management

Identifiers: Micro Millionaire; Softside

17/5/31 (Item 14 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00032595 8202491

**Softporn Adventure (Apple II)**  
Burlbaw, Edward  
Peelings II , Jan 1982 , v3 n1 p29 , 1 page  
ISSN: 0744-2475  
Languages: English  
Document Type: Software Review  
Geographic Location: United States  
Review indicates that this is not a HIRES adventure game for the Apple  
II **computer** from **Online** Systems. Reviewer notes that the **advertisement**  
has more pornographic qualities than the **game** and no rating is given for  
this software.  
Descriptors: \*Software Review; \*Adult; \*Apple II; \*Sex  
Identifiers: Softporn Adventure; On-Line Systems

17/5/32 (Item 1 from file: 99)  
DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs  
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1239494 H.W. WILSON RECORD NUMBER: BAST95035084  
**Continuous-time tracking problems in an H[infinity] setting: a game theory  
approach**  
Shaked, Uri; de Souza, Carlos E  
IEEE Transactions on Automatic Control v. 40 (May '95) p. 841-52  
DOCUMENT TYPE: Feature Article ISSN: 0018-9286 LANGUAGE: English  
RECORD STATUS: New record

ABSTRACT: The problem of finite-horizon H[infinity] tracking for linear  
time-varying systems is investigated. Three tracking problems are  
considered, according to whether the reference signal is perfectly known in  
advance, determined **online** , or **previewed** in fixed interval of time  
ahead. No assumption is made as to a priori knowledge of a dynamic model  
for the reference signal. A game theory approach to the latter tracking  
problems is considered. Given a specific reference signal, the controllers  
play against nature, which can choose any initial state and any bounded  
energy disturbance input and measurement noise. Necessary and sufficient  
conditions for the existence of a saddle-point equilibrium are obtained,  
and H[infinity] tracking controllers for the cases of state and output  
feedback are derived.  
DESCRIPTORS: Game theory; H[infinity] optimization; Tracking problem;

17/5/33 (Item 2 from file: 99)  
DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs  
(c) 2000 The HW Wilson Co. All rts. reserv.

1121721 H.W. WILSON RECORD NUMBER: BAST93053869  
30

AUGMENTED TITLE: what is the fate of the paper newspaper?  
Compressed Air v. 98 (Oct./Nov. '93) p. 6-11  
DOCUMENT TYPE: Feature Article ISSN: 0010-4426 LANGUAGE: English  
RECORD STATUS: New record

ABSTRACT: The traditional daily newspaper is exhibiting a slow decline as  
an information medium. It has been suggested that the daily newspaper will  
disappear by the middle of the next century unless current trends in  
readership and advertising are reversed. Research shows that although the  
number of people in the U.S. reading a daily newspaper continues to  
increase, the percentage of the population that do so is on the decline.  
Traditional daily newspapers are now being replaced by a plethora of  
"niche" magazines, newspapers, and television and radio programs. As

two-thirds of most **newspapers** ' revenue comes from **advertising** , the lack of advertising may signify the end of the daily newspaper as it is currently known. Newspapers are experiencing stiff **competition** in this area from several other media. Although the current form of the newspaper will probably remain for some time, with future technology some readers may **receive** specialized editions of the local daily via a desktop **computer** and telephone line.

Set	Items	Description
S1	5812	(COMPUTER? OR VIDEO? OR ELECTRONIC? OR DIGITAL? OR WEBBASE? OR WWW OR WORLD()WIDE()WEB OR ONLINE) (S) (GAME? OR CONTEST? OR COMPETITION? OR RPG?) OR VIDEOGAME? OR COMPUTERGAME?
S2	52675	AD OR ADVERTIS? OR COMMERCIAL()SPOT OR BANNER? OR PREVIEW? OR (PROMOTIONAL OR SALES)()MESSAGE?
S3	3335	S2(5N) (MULTIPL? OR SEVERAL? OR SELECT? OR MANY OR PLURAL? - OR ADDITIONAL?)
S4	487066	DOWNLOAD? OR SEND? OR RECEIVE? OR ONLINE OR ON()LINE? OR T- RANSMIT? OR TRANSMISSION?
S5	240	S1 AND S3
S6	1050	S1 AND S2 AND S4
S7	11798	S2(S) (SWITCH? OR CHANGE? OR MODIF? OR NEW? OR REPLACE? OR - ALTER? OR ROTATE?)
S8	8	S1(S)S7(S)S3
S9	13	S1(S)S3(S)S4
S10	28	S1(S)S3
S11	93	S1(S)S2(S)S4
S12	30	S1(5N)S2(10N)S4
S13	47	S8 OR S9 OR S10 OR S12
S14	26	S13 AND IC=(G06F? OR A63F?)
S15	20	S14 NOT AD>980827
S16	20	IDPAT (sorted in duplicate/non-duplicate order)
S17	18	IDPAT (primary/non-duplicate records only)
File 348:European Patents 1978-2000/May W03		
(c) 2000 European Patent Office		
File 349:PCT Fulltext 1983-2000/UB=, UT=20000504		
(c) 2000 WIPO/MicroPatent		

17/5/1 (Item 1 from file: 348)  
DIALOG(R)File 348:European Patents  
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00914764

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
**Integrated content guide for interactive selection of content and services  
on personal computer systems**  
**Integrierter Inhaltleiter zur interaktiven Auswahl von Inhalt und Diensten  
in einem Personalrechnersystem**  
**Guide integre qui depend de la teneur pour selection interactive de teneur  
et services sur des systemes d'ordinateur personnel**

**PATENT ASSIGNEE:**

Compaq Computer Corporation, (687792), 20555 S.H. 249, Houston Texas  
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PATENT (CC, No, Kind, Date): EP 834798 A2 980408 (Basic)  
EP 834798 A3 990331

APPLICATION (CC, No, Date): EP 97307930 971007;

PRIORITY (CC, No, Date): US 726648 961007

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU;  
MC; NL; PT; SE

INTERNATIONAL PATENT CLASS: G06F-003/033 ; H04N-007/173

**ABSTRACT EP 834798 A2**

A integrated content guide for multiple sources is provided with  
hyper-text type links to allow for the selection of various programs. The  
hyper-text links are provided for a transmitted and then stored digital  
bit stream. This allows for the embedding within the content guide what  
could be additional commercial information. The embedding may also be as  
to additional information for other related television or radio shows or  
the like. Information can be additional television shows, related  
information or activities on on-line services or automatic telephone  
ordering of products or services being displayed.

ABSTRACT WORD COUNT: 93

**LEGAL STATUS (Type, Pub Date, Kind, Text):**

Application: 980408 A2 Published application (A1with Search Report  
;A2without Search Report)  
Search Report: 990331 A3 Separate publication of the European or  
International search report  
Change: 990331 A2 Obligatory supplementary classification  
(change)

LANGUAGE (Publication,Procedural,Application): English; English; English

**FULLTEXT AVAILABILITY:**

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9815	621
SPEC A	(English)	9815	3876
Total word count - document A			4497
Total word count - document B			0
Total word count - documents A + B			4497

17/5/2 (Item 2 from file: 348)  
DIALOG(R)File 348:European Patents  
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00887462

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Automatic updating of diverse software products on multiple client computer system

Automatische Aktualisierung von verschiedenen Softwareprodukten in Mehr-Client-Rechnersystemen

Mise a jour automatique de produits logiciels divers dans des systemes ordinateurs a clients multiples

PATENT ASSIGNEE:

Cyber Media, Incorporated, (2325690), 3000 Ocean Park Boulevard, Suite 2001, Santa Monica, CA 90405, (US), (applicant designated states: AT;BE;CH;DE;DK;ES;FI;FR;GB;GR;IE;IT;LI;LU;MC;NL;PT;SE)

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LEGAL REPRESENTATIVE:

Liesegang, Roland, Dr.-Ing. et al (7741), FORRESTER & BOEHMERT  
Franz-Joseph-Strasse 38, 80801 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 811942 A2 971210 (Basic)  
EP 811942 A3 990210

APPLICATION (CC, No, Date): EP 97109222 970606;

PRIORITY (CC, No, Date): US 660488 960607

DESIGNATED STATES: DE; ES; FI; FR; GB; IE; IT; NL; SE

INTERNATIONAL PATENT CLASS: G06F-017/60

ABSTRACT EP 811942 A2

A system and method update client computers of various end users with software updates for software products installed on the client computers, the software products manufactured by diverse, unrelated software vendors. The system includes a service provider computer system, a number of client computers and software vendor computer systems communicating on a common network. The service provider computer system stores in an update database information about the software updates of the diverse software vendors, identifying the software products for which software updates are available, their location on the network at the various software vendor computer systems, information for identifying in the client computers the software products stored thereon, and information for determining for such products, which have software updates available. Users of the client computers connect to the service provider computer and obtain a current version of portions of the database. The client computer determines that software products stored thereon, and using this information, determines from the database, which products have updates available, based on product name and release information for the installed products. The user selects updates for installation. The selected updates are downloaded from the software vendor computer systems and installed on the client computer. Payment for the software update and the service is mediated by the service provider computer. Authentication of the user ensures only registered users obtain software updates. Authentication of the software updates ensures that the software updates are virus free and uncorrupted. Changes to the client computer during installation are monitored and archived, allowing the updates to be subsequently removed by the user.

ABSTRACT WORD COUNT: 260

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 971210 A2 Published application (Alwith Search Report  
;A2without Search Report)

Change: 971229 A2 Inventor (change)

Search Report: 990210 A3 Separate publication of the European or  
International search report

Examination: 990915 A2 Date of request for examination: 19990713  
LANGUAGE (Publication,Procedural,Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9712W1	1854
SPEC A	(English)	9712W1	13371
Total word count - document A			15225
Total word count - document B			0
Total word count - documents A + B			15225

17/5/3 (Item 3 from file: 348)  
DIALOG(R)File 348:European Patents  
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00802373

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
**Method and apparatus for playing and providing a game of skill or chance**  
**Verfahren und Gerat zum Spielen und Anzeigen eines Geschicklichkeitsspieles**  
**oder eines Glucksspieles**

**Procede et dispositif pour jouer et donner un jeu d'adresse ou de hasard**  
PATENT ASSIGNEE:

Two Way TV Limited, (1854321), The Chiswick Centre, 414 Chiswick High  
Road, London W4 5TW, (GB), (applicant designated states:  
AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;LU;MC;NL;PT;SE)

INVENTOR:,  
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LEGAL REPRESENTATIVE:

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PATENT (CC, No, Kind, Date): EP 745948 A2 961204 (Basic)  
EP 745948 A3 971229

APPLICATION (CC, No, Date): EP 96303969 960531;

PRIORITY (CC, No, Date): US 454925 950531

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; LU; MC;  
NL; PT; SE

INTERNATIONAL PATENT CLASS: G06F-019/00 ; H04H-009/00

ABSTRACT EP 745948 A2

A game of skill or chance played simultaneously by several  
participants remote from each other also provides for interleaved  
interactive advertising. Each participant has a control unit (10) or a  
personal computer or processor which can handle the interleaved  
advertising as a separate computer task which means that the other game  
task can always continue to operate in the background. (see image in  
original document)

ABSTRACT WORD COUNT: 79

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 961204 A2 Published application (A1with Search Report  
;A2without Search Report)

Change: 970806 A2 Title of invention (English) (change)

Change: 971210 A2 Obligatory supplementary classification  
(change)

Search Report: 971229 A3 Separate publication of the European or  
International search report

Examination: 980819 A2 Date of filing of request for examination:  
980619

Assignee: 991103 A2 Transfer of rights to new applicant: Two Way TV  
Limited (1854322) Beaumont House, Kensington  
Village Avonmore Road, London W14 8TS GB

LANGUAGE (Publication,Procedural,Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	EPAB96	553
SPEC A	(English)	EPAB96	3009
Total word count - document A			3562



Total word count - document B 0  
Total word count - documents A + B 3562

17/5/4 (Item 4 from file: 348)  
DIALOG(R)File 348:European Patents  
(c) 2000 European Patent Office. All rts. reserv.

00780062

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
**AN ONLINE SERVICE DEVELOPMENT TOOL WITH FEE SETTING CAPABILITIES**  
**HERSTELLUNGSHILFE FUR ONLINE-DIENSTE MIT GEBUHRNFESTSTELLUNG**  
**OUTIL DE DEVELOPPEMENT DE SERVICES EN LIGNE A FONCTIONS D'ETABLISSEMENT DE**  
**TAXATION**

PATENT ASSIGNEE:

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INVENTOR:

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LEGAL REPRESENTATIVE:

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PATENT (CC, No, Kind, Date): EP 792493 A2 970903 (Basic)

EP 792493 B1 990811

WO 9615505 960523

APPLICATION (CC, No, Date): EP 95939902 951108; WO 95US14701 951108

PRIORITY (CC, No, Date): US 336300 941108

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: G06F-017/30 ; G06F-017/60

CITED PATENTS (EP B): EP 483576 A; WO 93/08661 A; WO 94/28480 A; US 5204897  
A; US 5359508 A

CITED REFERENCES (EP B):

IBM TECHNICAL DISCLOSURE BULLETIN, vol. 34, no. 11, 1 April 1992, pages  
425-427, XP000303315 "Link Web Class Hierarchy"

IBM TECHNICAL DISCLOSURE BULLETIN, vol. 37, no. 6B, June 1994, NEW YORK,  
US, pages 451-460, XP002009415 "Multimedia Audio on Demand";

NOTE:

No A-document published by EPO

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 960828 A International application (Art. 158(1))

Application: 970903 A2 Published application (A1with Search Report  
;A2without Search Report)

Examination: 970903 A2 Date of filing of request for examination:  
970602

Examination: 980107 A2 Date of despatch of first examination report:  
971118

Change: 981021 A2 International patent classification (change)

Change: 981021 A2 Obligatory supplementary classification  
(change)

Grant: 990811 B1 Granted patent

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	9932	1044
CLAIMS B	(German)	9932	989
CLAIMS B	(French)	9932	1188
SPEC B	(English)	9932	19722

Total word count - document A 0

Total word count - document B 22943

Total word count - documents A + B 22943

17/5/5 (Item 5 from file: 348)  
DIALOG(R)File 348:European Patents  
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00677430

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Digital information accessing, delivery, and reproduction

Zugriff, Übertragung und Wiedergabe von digitaler Information

Acces, livraison et reproduction d'informations digitales

PATENT ASSIGNEE:

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Anderson, Brent C., 14232 Marsh Lane, Dallas, Texas 75244, (US)

LEGAL REPRESENTATIVE:

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PATENT (CC, No, Kind, Date): EP 649121 A2 950419 (Basic)

EP 649121 A3 950809

EP 649121 B1 000119

APPLICATION (CC, No, Date): EP 94307596 941017;

PRIORITY (CC, No, Date): US 137880 931015

DESIGNATED STATES: AT; BE; CH; DE; ES; FR; GB; IT; LI; NL; SE

INTERNATIONAL PATENT CLASS: G07F-017/16; G06F-017/60 ; G06F-017/30

CITED PATENTS (EP B): EP 195098 A; EP 564736 A; WO 92/02888 A; US 4787050 A  
; US 5237157 A

CITED REFERENCES (EP B):

IEEE COMMUNICATIONS MAGAZINE, vol. 26, no. 6, June 1988 NEW YORK, NY USA,  
pages 27-44, J. IRVEN ET AL : 'Multi-Media Information Services: A  
Laboratory Study';

ABSTRACT EP 649121 A2

A digital data on-demand turnkey system at a customer premise wherein N number of servers provide for 100% of content distribution of remotely stored digitized information, which information may be previewed in real-time, and product incorporating selected digitized information can be manufactured on-site and within a short response time to a customer's request at a point of sale location. In a retail environment customers, at a point-of-sale location are able to exhaustively search and preview the content database using graphics-based touch screens at consumer kiosks. Previews including audio and video segments are made available. Prompting screens allow customers to make purchasing decisions by stipulating content which is available from any number of categories of subject matter including music. Content can be identified by album, artist or partial portions of material within the content of the totality of the work. The selected media for the manufacture and production of the digital data may be from a myriad of different selections and can include CD's, cassette tapes, CD ROM technology, reel-to-reel tapes, and video disks, as an example. Since the system is adaptable to having an unlimited number of servers, strategic and economic networking is accomplished to allocate proportionally the preview material as well as the total content of a specific work at the respective servers depending, in particular, on the popularity of the content and the costs of transmission. A master server will be situated geographically so as to be accessible to chain and network subservers. Its geographic and networked location is dependent upon communication network systems and subsystem costs and availability in order to best serve a customer's premise, whether it be a retail store or similar point-of-sale or other end-user location. The strategy of allocating the content between the servers,

preview and for the final manufacturing process for a particular work, is done so as to eliminate the need for any in-store inventory of, for example, an artist's composition regardless of format. Security mechanisms that require centralized database authorizations prior to the transmission of content and/or the manufacture of any of the products is provided in addition. The systems provides simplified financial and accounting services. The total authorization, accounting and management reporting and marketing system collects and maintains data useful to the retailer and the content data owners or managers, such as label companies. (see image in original document)

ABSTRACT WORD COUNT: 392

NOTE:

Figure number on first page: 1

LEGAL STATUS (Type, Pub Date, Kind, Text):

Grant: 20000119 B1 Granted patent  
Application: 950419 A2 Published application (A1with Search Report  
;A2without Search Report)  
Search Report: 950809 A3 Separate publication of the European or  
International search report  
Examination: 951004 A2 Date of filing of request for examination:  
950810  
Examination: 970820 A2 Date of despatch of first examination report:  
970703  
Change: 990331 A2 Title of invention (German) (change)  
Change: 990414 A2 Title of invention (German) (change)

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	200003	2032
CLAIMS B	(German)	200003	2001
CLAIMS B	(French)	200003	2379
SPEC B	(English)	200003	16248
Total word count - document A			0
Total word count - document B			22660
Total word count - documents A + B			22660

17/5/6 (Item 6 from file: 348)

DIALOG(R)File 348:European Patents

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00447978

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**METHOD AND APPARATUS FOR REMOTELY CONTROLLING AND MONITORING THE USE OF  
COMPUTER SOFTWARE**

**VERFAHREN UND VORRICHTUNG ZUR FERNSTEUERUNG UND -UBERWACHUNG DER ANWENDUNG  
VON RECHNERPROGRAMMEN**

**PROCEDE ET APPAREIL POUR COMMANDER ET CONTROLER A DISTANCE L'UTILISATION  
D'UN LOGICIEL INFORMATIQUE**

PATENT ASSIGNEE:

SOFTEL, INC., (1305590), 1200 Bayhill Drive Suite 300, San Bruno, CA  
94066, (US), (applicant designated states:  
AT;BE;CH;DE;FR;GB;IT;LI;LU;NL;SE)

INVENTOR:

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LEGAL REPRESENTATIVE:

Colgan, Stephen James (29461), CARPMAELS & RANSFORD 43 Bloomsbury Square,  
London WC1A 2RA, (GB)

PATENT (CC, No, Kind, Date): EP 478571 A1 920408 (Basic)  
EP 478571 B1 960925  
WO 9013865 901115

APPLICATION (CC, No, Date): EP 90907534 900424; WO 90US2209 900424

PRIORITY (CC, No, Date): US 345083 890428; US 509979 900420

DESIGNATED STATES: AT; BE; CH; DE; FR; GB; IT; LI; LU; NL; SE

INTERNATIONAL PATENT CLASS: G06F-001/00 ; G06F-012/14

CITED PATENTS (WO A): WO 8802960 A; WO 8502310 A; WO 8802202 A; WO 8503584

A

NOTE:

No A-document published by EPO

LEGAL STATUS (Type, Pub Date, Kind, Text):

Lapse: 20000209 B1 Date of lapse of European Patent in a  
contracting state (Country, date): AT  
19960925, LU 19970430, SE 19961225,  
Application: 920408 A1 Published application (A1with Search Report  
;A2without Search Report)  
Examination: 920408 A1 Date of filing of request for examination:  
911122  
Examination: 940810 A1 Date of despatch of first examination report:  
940627  
Grant: 960925 B1 Granted patent  
Lapse: 970502 B1 Date of lapse of the European patent in a  
Contracting State: SE 961225  
Lapse: 970709 B1 Date of lapse of the European patent in a  
Contracting State: AT 960925, SE 961225  
Oppn None: 970917 B1 No opposition filed

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	EPAB96	2143
CLAIMS B	(German)	EPAB96	2072
CLAIMS B	(French)	EPAB96	2453
SPEC B	(English)	EPAB96	9469
Total word count - document A			0
Total word count - document B			16137
Total word count - documents A + B			16137

17/5/7 (Item 7 from file: 349)

DIALOG(R)File 349:PCT Fulltext

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00624986

**A RECONFIGURABLE AUDIOVISUAL PREVIEWING SYSTEM AND METHOD OF OPERATION**  
**SYSTEME AUDIOVISUEL RECONFIGURABLE POUR VISUALISATION DE SEQUENCES ET MODE**  
**DE FONCTIONNEMENT**

Patent Applicant/Assignee:

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Montgomery Street, San Francisco, CA 94111 , US

Inventor(s):

STERN Michael R; Address - STERN, Michael, R. , 75 Marguerite Avenue,  
Mill Valley, CA 94941 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9908193 A1 19990218  
Application: WO 98US16474 19980807 (PCT/WO US9816474)  
Priority Application: US 9755708 19970808

Designated States: AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CU;  
CZ; DE; DK; EE; ES; FI; GB; GE; GH; GM; HR; HU; ID; IL; IS; JP; KE; KG;  
KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ;  
PL; PT; RO; RU; SD; SE; SG; SI; SK; SL; TJ; TM; TR; TT; UA; UG; US; UZ;  
VN; YU; ZW; GH; GM; KE; LS; MW; SD; SZ; UG; ZW; AM; AZ; BY; KG; KZ; MD;  
RU; TJ; TM; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC;  
NL; PT; SE; BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG

Main International Patent Class: **G06F-013/00** ;

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 7133

English Abstract

A reconfigurable audiovisual previewing system (100) includes a user interface module (110), a media communications module (120), and a plurality of application programs (200). One of the plurality of applications programs (200) is selected and configures the interface

module to identify the product of interest. The selected application program also configures the media communications module to transmit, in response to the product's identification, a request for related product information stored in a multimedia server (460), and to receive and play the product information retrieved from said multimedia file server (460) in response to said transmitted request.

#### French Abstract

Système (100) audiovisuel reconfigurable de visualisation de séquences comprenant un module (110) interface utilisateur, un module (120) de communication avec les supports et une pluralité de programmes (200) d'application. On sélectionne un des programmes (200) d'application, qui configure le module d'interface afin de permettre l'identification du produit recherché. Le programme d'application sélectionné configure en outre le module de communication avec les supports, de façon à émettre, en réponse à l'identification du produit, une demande concernant une information relative au produit mémorisée dans un serveur (460) multimedia, et à recevoir et à faire défiler, en réponse à cette demande, les informations relatives au produit, extraites de ce serveur (460) de fichiers multimedia.

17/5/8 (Item 8 from file: 349)

DIALOG(R)File 349:PCT Fulltext

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00617513

#### **SERVER SYSTEM AND METHOD FOR MODIFYING A CURSOR IMAGE**

#### **SYSTEME SERVEUR ET PROCEDE SERVANT A MODIFIER UNE IMAGE DE CURSEUR**

Patent Applicant/Assignee:

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HALL Mark S; Address - HALL, Mark, S. , 156 Irving Avenue, South Orange, NJ 07079 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9900723 A1 19990107

Application: WO 98US12538 19980617 (PCT/WO US9812538)

Priority Application: US 97882580 19970626

Designated States: CA; JP; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE

Main International Patent Class: G06F-003/14 ;

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 12733

#### English Abstract

A server system (10) for modifying a cursor image (44), displayed on a video monitor (24) of a remote user's terminal (14), to a specific image having a desired shape and appearance. The system comprises a first memory means for storing cursor information data (54) corresponding to the specific image and a second memory means for storing data corresponding to a cursor display code (52). The cursor display code (52) contains information in response to which the cursor image (44) is modified to the specific image. A first server computer (48) is provided so as to transmit a specified information to the remote user terminal. The information includes a cursor display instruction data (56) containing the location of the first and second memory means, such that the user terminal in accordance with the cursor display instruction data (56) displays a cursor image (44) on the user's video monitor (24) in the shape and appearance of the specific image.

#### French Abstract

Systeme serveur (10) servant a modifier une image de curseur (44) affichee sur un moniteur video (24) d'un terminal d'utilisateur a distance (14) en une image specifique possedant la forme et l'aspect souhaites. Ce systeme comprend une premiere memoire servant a memoriser des donnees d'information (54) de curseur correspondant a l'image specifique, et une deuxieme memoire servant a memoriser des donnees correspondant a un code d'affichage (52) de curseur. Ce code (52) contient des informations en reaction auxquelles l'image de curseur (44) est modifiee en l'image specifique. Un premier ordinateur serveur (48) sert a transmettre des informations determinees au terminal d'utilisateur a distance. Ces informations comprennent des donnees d'instruction (56) d'affichage de curseur contenant l'emplacement de la premiere et de la deuxieme memoires, de sorte que le terminal d'utilisateur en fonction des donnees d'instruction (56) affiche une image de curseur (44) sur le moniteur video (24) d'utilisateur presentant la forme et l'aspect de l'image specifique.

17/5/9 (Item 9 from file: 349)  
DIALOG(R)File 349:PCT Fulltext  
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00609346

#### **SECURELY METERING ADVERTISING IN DATA PROCESSING SYSTEMS**

#### **PROCEDE SECURISE DE MESURE DE PUBLICITES DANS LES SYSTEMES INFORMATIQUES**

Patent Applicant/Assignee:

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NSW 2283 , AU

Inventor(s):

GRIFFITS John; Address - GRIFFITS, John , 5 Killara Close, Coal Point,  
NSW 2283 , AU

Patent and Priority Information (Country, Number, Date):

Patent: WO 9854672 A1 19981203

Application: WO 98AU403 19980529 (PCT/WO AU9800403)

Priority Application: AU 977040 19970529

Designated States: AU; CA; NZ; US; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB;  
GR; IE; IT; LU; MC; NL; PT; SE

Main International Patent Class: G06T-001/00;

International Patent Class: G06F-017/60 ; G06F-003/00 ;

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 31544

#### English Abstract

A user controlled data processing system is provided with a secure processing means (5) which has the ability to over ride the control of the system hardware by the resident operating system. Advertising display data (116) can be securely inserted into the display area (114) of the data processing system. Secure processing means (5) also has the ability to take over control of input devices (110-113) thereby ensuring that the user will interact with the displayed advertising data (116). Graphic user interface (GUI) methods utilizing this system are also described.

#### French Abstract

L'invention concerne un systeme informatique gere par utilisateur disposent d'un organe de traitement securise (5) capable de venir supplanter le systeme d'exploitation resident commandant le materiel du systeme. Les donnees d'affichage de publicites (116) peuvent etre inserees en toute securite dans la zone d'affichage (114) du systeme informatique. L'organe de traitement securise (5) est egalement capable d'assurer la gestion des peripheriques d'entree (110-113) ce qui garantit l'interaction de l'utilisateur avec les donnees de publicites affichees (116). Font aussi l'objet de cette invention les procedes d'interface utilisateur graphique (GUI) utilisant ce systeme.

17/5/10 (Item 10 from file: 349)  
DIALOG(R)File 349:PCT Fulltext  
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00597782

**TWO-WAY REMOTE CONTROL WITH ADVERTISING DISPLAY  
TELECOMMANDE BIDIRECTIONNELLE A AFFICHEUR PUBLICITAIRE**

Patent Applicant/Assignee:

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Inventor(s):

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92618, US

THOMPSON Brandt; Address - THOMPSON, Brandt, 6 Jenner Street &130,  
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O'DONNELL Frank; Address - O'DONNELL, Frank, 6 Jenner Street &130,  
Irvine, CA 92618, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9843158 A1 19981001

Application: WO 98US5775 19980323 (PCT/WO US9805775)

Priority Application: US 97823507 19970324

Designated States: AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CU;  
CZ; DE; DK; EE; ES; FI; GB; GE; GH; GM; GW; HU; ID; IL; IS; JP; KE; KG;  
KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ;  
PL; PT; RO; RU; SD; SE; SG; SI; SK; SL; TJ; TM; TR; TT; UA; UG; US; UZ;  
VN; YU; ZW; GH; GM; KE; LS; MW; SD; SZ; UG; ZW; AM; AZ; BY; KG; KZ; MD;  
RU; TJ; TM; AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL;  
PT; SE; BF; BJ; CF; CG; CI; CM; GA; GN; ML; MR; NE; SN; TD; TG

Main International Patent Class: **G06F-003/147** ;

International Patent Class: H04N-007/173;

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 3316

**English Abstract**

The remote control includes a visual display, first wireless circuitry for receiving from a host device data in the form of selected information, e.g., an advertisement, to be displayed, stored or processed, second wireless circuitry for sending information, control circuitry and software for controlling operation of the remote control, and the software including a display default routine for returning to the display of the selected information received by the first wireless circuitry.

**French Abstract**

L'invention porte sur une telecommande comportant: un afficheur; un premier circuit sans fil recevant d'un dispositif hote des donnees sous forme d'informations selectionnees, par exemple publicitaires, en vue de leur presentation, de leur stockage ou de leur traitement; un deuxieme circuit sans fil d'emission d'informations; et un circuit et un logiciel de commande gerant le fonctionnement de la telecommande. Ledit logiciel comporte un programme de presentation par default ramenant a la presentation sur l'afficheur des informations selectionnees recues par l'intermediaire du premier circuit sans fil.

17/5/11 (Item 11 from file: 349)  
DIALOG(R)File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPatent. All rts. reserv.

00594707

**METHOD FOR COLLECTING URLs FROM PRINTED MEDIA  
PROCEDE PERMETTANT DE RECUEILLIR DES ADRESSES URL PROVENANT DE SUPPORTS  
IMPRIMES**

Patent Applicant/Assignee:

ELONEX PLC; Address - ELONEX PLC, 2 Apsley Way, London NW2 7LF, GB  
KIKINIS Dan

Inventor(s):

ELONEX PLC; Address - ELONEX PLC, 2 Apsley Way, London NW2 7LF, GB  
KIKINIS Dan

Patent and Priority Information (Country, Number, Date):

Patent: WO 9840823 A1 19980917

Application: WO 98US4204 19980304 (PCT/WO US9804204)

Priority Application: US 97815690 19970312

Designated States: CN; JP; AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT;  
LU; MC; NL; PT; SE

Main International Patent Class: G06F-013/00 ;

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 3114

#### English Abstract

A method for providing Universal Resource Locators (URLs) to potential users of the URLs (13) has the URLs (13) presented as machine-readable code in visible media, such as advertisements in newspapers (7) and magazines and in TV presentations. A machine reader, such as a bar code reader (9), connected to a computer (15) having a WEB browser application, is used to acquire the URL (13), and the acquired URL (13) is provided to the WEB browser application in the computer (15). In some cases the URL (13) is stored for future use, and in other cases the URL (13) is used immediately to direct the computer (15) or connect to the Internet Server storing the WEB page associated with the URL (13), and to download and display the WEB page, URLs (13) may be numeric code associated with URLs (13) in a table accessible on a Server on the Internet, printed or otherwise displayed bar code, magnetic ink, and other sorts of machine-readable code.

#### French Abstract

Cette invention se rapporte a un procede permettant de recueillir des adresses URL (13) pour des utilisateurs potentiels de ces adresses URL (13). Selon ledit procede, les adresses URL sont presentees sous forme de code exploitable par ordinateur sur des supports visibles, tels que des publicites de journaux (7) et magazines et de presentations televisees. Un lecteur, du type lecteur optique de code a barres (9), relie a un ordinateur (15) dote d'une application d'exploration du Web, sert a l'acquisition des adresses URL (13), et les adresses URL acquises (13) sont transmises a l'application d'exploration du Web de l'ordinateur (15). Dans certains cas, l'adresse URL (13) est stockee en vue d'une utilisation ulterieure, et dans certains autres cas cette adresse URL (13) est utilisee immediatement par l'ordinateur (15) pour se connecter au serveur Internet qui stocke la page Web associee a l'adresse URL (13), et pour telecharger et afficher la page Web. Les adresses URL (13) peuvent etre des codes numeriques associes a des adresses URL (13) dans une table accessible sur un serveur de l'Internet, des codes a barres imprimes ou affiches de maniere quelconque, de l'encre magnetique, et d'autres sortes de codes exploitables par ordinateur.

17/5/12 (Item 12 from file: 349)

DIALOG(R)File 349:PCT Fulltext

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00542094

APPARATUS AND METHOD FOR MANAGING AND DISTRIBUTING DESIGN AND MANUFACTURING  
INFORMATION THROUGHOUT A SHEET METAL PRODUCTION FACILITY

APPAREIL ET METHODE CORRESPONDANTE PERMETTANT DE GERER ET DE REPARTIR UNE  
INFORMATION RELATIVE A LA CONCEPTION ET A LA FABRICATION DANS UNE  
INSTALLATION DE PRODUCTION DE TOLES

Patent Applicant/Assignee:



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Patent and Priority Information (Country, Number, Date):

Patent: WO 9742587 A1 19971113

Application: WO 97US7472 19970506 (PCT/WO US9707472)

Priority Application: US 9616958 19960506; US 96690084 19960731

Designated States: AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC;  
NL; PT; SE

Main International Patent Class: G06F-017/60 ;

International Patent Class: G05B-019/418; G05B-019/4097;

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 147275

English Abstract

An apparatus and method is provided for managing and distributing design and manufacturing information throughout a factory in order to facilitate the production of components, such as bent sheet metal components. In accordance with an aspect of the present invention, the management and distribution of critical design and manufacturing information is achieved by storing and distributing the design and manufacturing information associated with each job. By replacing the traditional paper job set&shy;up or work sheet with, for example, an electronically stored job sheet that can be accessed instantaneously from any location in the factory, the present invention improves the overall efficiency of the factory. In addition, through the various aspects and features of the invention, the organization and accessibility of part information and stored expert knowledge is improved.

French Abstract

L'invention porte sur un appareil ainsi que sur la methode correspondante permettant de gerer et de repartir une information dans une usine afin de faciliter la production de composants, des toles cintrees par exemple. Selon un aspect de cette invention, la gestion et la repartition d'information critique relative a la conception et a la fabrication sont menees a bonne fin par le biais d'une memorisation et d'une repartition d'une information relative a la conception et a la fabrication associee a chaque tache. En remplaçant la classique fiche de preparation du travail ou le bon de travail traditionnel, notamment, par un releve d'operation memorise par voie electronique, accessible instantanement de n'importe quel poste de l'usine, cette invention permet d'ameliorer la productivite de l'usine dans son ensemble. En outre, du fait des aspects varies que revet cette invention ainsi que de ses particularites, la mise en place de l'information et des competences techniques memorisees relatives aux pieces a produire ainsi que l'accessibilite a ces donnees se trouvent ameliorees.

17/5/13 (Item 13 from file: 349)  
DIALOG(R)File 349:PCT Fulltext  
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00542093

APPARATUS AND METHOD FOR MANAGING AND DISTRIBUTING DESIGN AND MANUFACTURING  
INFORMATION THROUGHOUT A SHEET METAL PRODUCTION FACILITY  
APPAREIL ET METHODE CORRESPONDANTE PERMETTANT DE GERER ET DE REPARTIR UNE

INFORMATION RELATIVE A LA CONCEPTION ET A LA FABRICATION DANS UNE  
INSTALLATION DE PRODUCTION DE TOLES

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 9742586 A1 19971113

Application: WO 97US7471 19970506 (PCT/WO US9707471)

Priority Application: US 9616958 19960506; US 96690671 19960731

Designated States: AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC;  
NL; PT; SE

Main International Patent Class: G06F-017/50 ;

International Patent Class: G06F-017/60 ; G06T-007/40; G05B-019/4097;

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 147696

English Abstract

An apparatus and method is provided for managing and distributing design and manufacturing information throughout a factory in order to facilitate the production of components, such as bent sheet metal components. In accordance with an aspect of the present invention, the management and distribution of critical design and manufacturing information is achieved by storing and distributing the design and manufacturing information associated with each job. By replacing the traditional paper job set&shy;up or work sheet with, for example, an electronically stored job sheet that can be accessed instantaneously from any location in the factory, the present invention improves the overall efficiency of the factory. In addition, through the various aspects and features of the invention, the organization and accessibility of part information and stored expert knowledge is improved.

French Abstract

L'invention porte sur un appareil ainsi que sur la methode correspondante permettant de gerer et de repartir une information dans une usine afin de faciliter la production de composants, des toles cintrees par exemple. Selon un aspect de cette invention, la gestion et la repartition d'information critique relative a la conception et a la fabrication sont menees a bonne fin par le biais d'une memorisation et d'une repartition d'une information relative a la conception et a la fabrication associee a chaque tache. En remplaçant la classique fiche de preparation du travail ou le bon de travail traditionnel, notamment, par un relevé d'operation memorise par voie electronique, accessible instantanément de n'importe quel poste de l'usine, cette invention permet d'améliorer la productivité de l'usine dans son ensemble. En outre, du fait des aspects varies que revet cette invention ainsi que de ses particularites, la mise en place de l'information et des competences techniques memorisees relatives aux pieces a produire ainsi que l'accessibilite a ces donnees se trouvent ameliorees.

17/5/14 (Item 14 from file: 349)

DIALOG(R) File 349:PCT Fulltext

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00521195

**METHOD FOR TRADING CUSTOMER ATTENTION FOR ADVERTISEMENT**

**METHODE DE NEGOCIATION DE L'ATTENTION DE CONSOMMATEURS POUR UNE PUBLICITE**

Patent Applicant/Assignee:

CYBERGOLD INC

GOLDHABER A Nathaniel

FITTS Gary

Inventor(s):

GOLDHABER A Nathaniel

FITTS Gary

Patent and Priority Information (Country, Number, Date):

Patent: WO 9722074 A1 19970619

Application: WO 96US19730 19961211 (PCT/WO US9619730)

Priority Application: US 95570510 19951211

Designated States: AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CZ;

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LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SI; SK;

TJ; TM; TR; TT; UA; UG; US; UZ; VN; KE; LS; MW; SD; SZ; UG; AM; AZ; BY;

KG; KZ; MD; RU; AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC;

NL; PT; SE; BF; BJ; CF; CG; CI; CM; GA; MR; NE; SN; TD; TG

Main International Patent Class: **G06F-017/60** ;

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 14173

**English Abstract**

The present invention provides a new approach for distributing advertising and other information over a computer network. Attention brokerage is the business of buying and selling (brokering) the "attention" of consumers. It can be used to provide direct, immediate payment to a consumer for paying attention to an advertisement or other information. Payment mechanisms may include crediting an account or transferring digital cash directly to the consumer's desktop. Orthogonal sponsorship breaks the link between an advertisement and program content, allowing advertisers to explicitly delineate their target audience and offer some form of compensation directly to those viewers willing to view ads in compensation for the viewer's time and attention. This compensation may be used directly or indirectly to compensate the owners of content or may be used for other purposes. The link between the ad and the appropriate viewers is provided by reference to a data base of digitally stored demographic profiles of potential users. Such ads may be viewed as "negatively priced" information because consumers are paid for their attention to the information. Competing advertisers may "bid" for the attention of consumers using automatic electronic systems, e.g. "an auction" protocol. Private profiles may be maintained for different consumers and consumer information may be released only based on consumer permission. Consumers may be compensated for allowing their information to be released. Information can be routed based on demographics. A special icon or other symbol displayed on a computer screen may represent compensation and allow users to choose whether they will view an ad or other information and receive associated compensation. These concepts can be generalized to provide an electronic trading house where buyers and sellers can actively find each other and negotiate transactions. Software agents can actively seek out interested consumers or interested purveyors of information.

**French Abstract**

L'invention concerne une nouvelle approche de la diffusion des reclaims et d'autres informations par reseau d'ordinateurs. La reclame payee par le publiciste, consiste a acheter et a vendre "l'attention" des consommateurs. Ce systeme peut etre utilisee pour payer, directement et immediatement, un consommateur pour regarder une reclame ou une autre information similaire. Les mecanismes de paiement peuvent consister a crediter un compte ou a transferer des liquidites electroniques directement au terminal de l'utilisateur. Ce systeme de publicite

"orthogonale" brise la liaison entre la reclame et le contenu du programme, en permettant aux publicistes de delimitier explicitement leur public cible et d'offrir une certaine forme de compensation aux spectateurs acceptant de voir leurs reclames, pour le temps qu'il y ont consacre. Cette compensation peut s'accorder directement ou indirectement au destinaire, ou servir a d'autres usages. La liaison entre la reclame et les spectateurs appropries se fait grace a une banque de donnees contenant des profils demographiques memorises sous forme numerique sur les utilisateurs potentiels. Ces reclames peuvent etre considerees comme ayant "un cout negatif" parce que le consommateur est paye pour l'attention qu'il leur accorde. Des publicistes concurrents peuvent faire des offres pour qu'en contrepartie les consommateurs accordent leur attention, en utilisant des systemes electroniques automatique du type "vente aux encheres". Les donnees confidentielles sur les differents consommateurs ne peuvent etre divulguees qu'avec leur permission. Les consommateurs peuvent etre payes pour permettre la divulgation de cette information. L'information peut etre acheminee en fonction de donnees demographiques. Un icone special, ou un autre symbole affiche sur l'ecran de l'ordinateur, peut représenter la compensation et permettre a l'utilisateur de choisir s'il veut voir l'information et recevoir la compensation associee. Ces concepts peuvent etre etendus aux entreprises commerciales pour permettre aux vendeurs et aux acheteurs d'entrer facilement en contact et de negocier leurs transactions. Des vendeurs de logiciels ou des fournisseurs d'informations, peuvent utiliser ce systeme pour chercher des consommateurs interesses ou des diffuseurs d'informations interesses.

17/5/15 (Item 15 from file: 349)  
DIALOG(R)File 349:PCT Fulltext  
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00507653

**METHOD AND APPARATUS FOR TRANSMITTING AND DISPLAYING INFORMATION BETWEEN A  
REMOTE NETWORK AND A LOCAL COMPUTER  
PROCEDE ET APPAREIL DE TRANSMISSION ET D'AFFICHAGE D'INFORMATIONS ENTRE UN  
RESEAU A DISTANCE ET UN ORDINATEUR LOCAL**

Patent Applicant/Assignee:

BACKWEB

Inventor(s):

BARKAT Eli

RAKAVY Yuval

Patent and Priority Information (Country, Number, Date):

Patent: WO 9707656 A2-A3 19970306

Application: WO 96IB829 19960822 (PCT/WO IB9600829)

Priority Application: US 95517666 19950822

Designated States: AU; CA; IL; JP; KR; NZ; SG; AT; BE; CH; DE; DK; ES; FI;  
FR; GB; GR; IE; IT; LU; MC; NL; PT; SE

Main International Patent Class: G06F-013/00 ;

International Patent Class: G06F-013/36 ;

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 9629

**English Abstract**

Methods and apparatus are provided for selecting advertisements and other information from a computer network database based on user defined preferences and transmitting the selected advertisement in background mode over a communications link between the computer network and a local computer with minimal interference with other processes communicating over the communications link. This method includes monitoring the communications link and transmitting portions of the advertisement when the communications link line utilization is below a preestablished threshold. Methods and apparatus are also provided for displaying or otherwise presenting the selected advertisements on the user's computer. Additional methods and apparatus are provided for selecting and

presenting information stored on a local storage media based on user defined preferences.

#### French Abstract

Procedes et appareils permettant de selectionner des annonces publicitaires et d'autres informations dans une base de donnees sur reseau informatique, en fonction de preferences definies par l'utilisateur et de transmettre l'annonce publicitaire choisie en mode non prioritaire sur une liaison de telecommunications entre le reseau informatique et un ordinateur local, avec une interference minimale avec d'autres utilisations de la liaison de telecommunication. Ce procede consiste a surveiller la liaison de telecommunications et a transmettre des parties de l'annonce publicitaire lorsque l'utilisation de la ligne de telecommunication est inferieure a un seuil preetabli. Des procedes et appareils permettent egalement d'afficher ou de presenter d'une maniere quelconque les annonces publicitaires choisies sur l'ordinateur de l'utilisateur. Des procedes et appareils supplementaires permettent de selectionner et de presenter des informations stockees sur un support local a partir de preferences definies par l'utilisateur.

17/5/16 (Item 16 from file: 349)  
DIALOG(R)File 349:PCT Fulltext  
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00425206

#### **SELF REPRODUCING FUNDAMENTAL FABRICATING MACHINES (F-UNITS) MACHINES FONDAMENTALES DE FABRICATION A REPRODUCTION AUTOMATIQUE (ENSEMBLES F)**

Patent Applicant/Assignee:

COLLINS Charles M

Inventor(s):

COLLINS Charles M

Patent and Priority Information (Country, Number, Date):

Patent: WO 9620453 A1 19960704

Application: WO 95US16922 19951228 (PCT/WO US9516922)

Priority Application: US 94364926 19941228

Designated States: AM; AU; BB; BG; BR; BY; CA; CN; CZ; EE; FI; GE; HU; IS; JP; KG; KP; KR; KZ; LK; LR; LT; LV; MD; MX; NO; NZ; PL; RO; RU; SG; SI; SK; TJ; TM; TT; UA; UZ; VN; KE; LS; MW; SD; SZ; UG; AT; BE; CH; ES; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG; CI; CM; GA; GN; ML; MR; NE; SN; TD

Main International Patent Class: G06F-019/00 ;

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 23147

#### English Abstract

A system of units for constructing or replicating a means (10, 10, 10-) including means of diverse materials consisting of a plurality of pieces (20, 22, 23, 156-165) having at least one indicia (18) thereon for detection thereof, at least one adjoining means functioning according to instructions of a computer program of a processor means for adjoining in any predetermined relation with other of the plurality of the pieces (20, 22, 23, 156-165), and the processor means (30, 120, 166, 167) having the computer program instructions being responsive to detection of the at least one indicia to provide for arranging the other of the plurality of the pieces in the predetermined relation for controlling the fabrication means in assembling a given number of the plurality of the pieces in the predetermined relation to comprise a produced fabrication means (10, 10, 10-) are selected from a group consisting of a puzzle piece system, a construction system, a hot knife system, a holed piece system.

#### French Abstract

Systeme d'ensembles servant a construire ou a repliquer un moyen (10, 10, 10-), comprenant des elements en materiaux divers constitues par une

pluralite de pieces (20, 22, 23, 156-165), sur lesquelles se trouve au moins un repere (18) permettant de les detecter, au moins un moyen de positionnement fonctionnant d'apres les instructions d'un programme de processeur afin de positionner la pluralite de pieces (20, 22, 23, 156-165) les unes a cote des autres selon un rapport predetermine, les instructions du programme du processeur (30, 120, 166, 167) repondant a la detection du repere au moins afin de positionner l'autre piece parmi la pluralite de pieces selon le rapport predetermine, de maniere a commander le moyen de fabrication en vue de l'assemblage d'un nombre donne de la pluralite de pieces selon le rapport predetermine afin de constituer un moyen de fabrication (10, 10, 10-). Ces pieces sont selectionnees dans un groupe consistant en un ensemble d'elements de puzzle, en un systeme de construction, de lames metalliques ou de pieces trouees.

17/5/17 (Item 17 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
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00402626

**IMPROVED VIDEO GAME ENHANCER WITH INTEGRAL MODEM AND SMART CARD INTERFACE  
EXTENSION PERFECTIONNEE DE JEU VIDEO INTEGRANT UN MODEM ET UNE INTERFACE  
CARTE A MEMOIRE**

Patent Applicant/Assignee:  
CATAPULT ENTERTAINMENT INC

Inventor(s):  
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PERLMAN Stephen G

Patent and Priority Information (Country, Number, Date):

Patent: WO 9533538 A1 19951214  
Application: WO 95US7223 19950606 (PCT/WO US9507223)  
Priority Application: US 94254154 19940606

Designated States: AM; AT; AT; AU; BB; BG; BR; BY; CA; CH; CN; CZ; CZ; DE;  
DE; DK; DK; EE; ES; FI; FI; GB; GE; HU; KE; KG; KP; KR; KZ; LK; LR; LT;  
LU; LV; MD; MG; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SK; TJ;  
TM; TT; UA; UG; UZ; VN; KE; MW; SD; SZ; UG; AT; BE; CH; DE; DK; ES; FR;  
GB; GR; IE; IT; NL; PT; SE; BF; BJ; CF; CG; CI; CM; GA; GN; ML; MR; NE;  
SN; TD; TG

Main International Patent Class: **A63F-009/22** ;

Publication Language: English

Fulltext Availability:  
Detailed Description  
Claims

Fulltext Word Count: 13888

**English Abstract**

A video game enhancement system for modifying and enhancing the operation of a video game is disclosed. The system includes: 1) a processor interface (5); 2) a memory interface (3) with a first memory having executable game logic residing therein; 3) a second memory (1); and 4) control logic. The control logic of the video game enhancement system also includes: 5) logic for detecting an access to a transition address by the processor; 6) logic for directing the processor to terminate the exception mode upon detection of the access to the transition address; and 7) the redirection logic further includes logic for redirecting memory accesses by the processor from the second memory to the first memory upon termination of the exception mode, the processor thereby continuing execution of the executable game logic.

**French Abstract**

L'invention concerne un systeme d'extension de jeu video permettant de modifier et de perfectionner le fonctionnement de ce dernier. Ce systeme comporte: 1) une interface processeur (5); 2) une interface memoire (3) avec une premiere memoire ou reside une logique de jeu executable; 3) une deuxieme memoire (1); et 4) une logique de commande. Cette derniere comprend egalement: 5) une logique pour detecter un acces a une adresse de transition par le processeur; 6) une logique pour amener le processeur

a mettre fin au mode exceptions lors de la detection de l'accès a l'adresse de transition; et 7) la logique de reorientation comprend également une logique pour reorienter les accès a la memoire par le processeur de la deuxieme memoire a la premiere memoire lors de la suppression du mode exceptions, le processeur continuant ainsi l'exécution de la logique de jeu executable.

17/5/18 (Item 18 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
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00327428

**A PROMOTIONAL GAME METHOD AND APPARATUS THEREFOR  
METHODE ET APPAREIL POUR JEUX PROMOTIONNELS**

Patent Applicant/Assignee:

IMPACT TELEMEDIA INC

Inventor(s):

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BERNHAUT Charles I

GRINDELL Robert T

Patent and Priority Information (Country, Number, Date):

Patent: WO 9314462 A1 19930722

Application: WO 92US10519 19921207 (PCT/WO US9210519)

Priority Application: US 92821988 19920116; US 92893654 19920604

Designated States: AU; BR; CA; FI; JP; KR; NO; NZ; PL; RU; AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LU; MC; NL

Main International Patent Class: **G06F-015/20** ;

International Patent Class: **G06F-015/44** ;

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 12438

**English Abstract**

A patron inserts a coded game card (32, 38) into a game machine (10) which reads the code and determines whether the game card has been played within a designated time period. If the game card has been played within such period, the game machine is not permitted to operate and a message will be generated. If the card has not been played within the time period, the game machine operates and randomly positions a number of product and/or service representations (17) with respect to one another. Prescribed combinations of the representations permit the patron to win a prize. Symbols (19), which may include symbols representing a business identity, may optionally be employed as wild cards in forming the prescribed combinations. In addition to bearing a unique game card code, the game card can also contain establishment codes which permit a game card to be played only at particular establishments. Other game cards can be specially coded to provide maintenance instructions to the game machine.

**French Abstract**

Un client insere une carte de jeu codee (32, 38) dans une machine a sous (10) qui lit le code et determine si la carte de jeu a ete jouee dans une periode de temps donnee. Si c'est le cas, la machine a sous ne peut fonctionner et un message est produit. Si la carte n'a pas ete jouee dans la periode de temps determinee, la machine fonctionne et positionne de facon aleatoire les unes par rapport aux autres un certain nombre de representations (17) de produits ou de services. Les combinaisons prescrites permettent aux clients de gagner un prix. Des symboles (19), qui peuvent notamment représenter une entreprise, peuvent facultativement etre employes comme carte libre pour former les combinaisons prescrites. Outre qu'elle peut porter un code unique, la carte de jeu peut eventuellement porter des codes de l'etablissement qui limite l'emploi de la carte a certains etablissements. D'autres cartes de jeu peuvent etre codees specifiquement pour fournir des instructions de maintenance a la machine a sous.

Set	Items	Description
S1	9336	(COMPUTER? OR VIDEO? OR ELECTRONIC? OR DIGITAL? OR WEBBASE? OR WWW OR WORLD()WIDE()WEB OR ONLINE)(S)(GAME? OR CONTEST? OR COMPETITION? OR RPG?) OR VIDEOGAME? OR COMPUTERGAME?
S2	27794	AD OR ADVERTIS? OR COMMERCIAL()SPOT OR BANNER? OR PREVIEW? OR (PROMOTIONAL OR SALES)()MESSAGE?
S3	1219	S2(5N)(MULTIPL? OR SEVERAL? OR SELECT? OR MANY OR PLURAL? - OR ADDITIONAL?)
S4	2111931	DOWNLOAD? OR SEND? OR RECEIVE? OR ONLINE OR ON()LINE? OR T- RANSMIT? OR TRANSMISSION?
S5	7	S1 AND S3
S6	26	S1 AND S2 AND S4
S7	5341	S2(S)(SWITCH? OR CHANGE? OR MODIF? OR NEW? OR REPLACE? OR - ALTER? OR ROTATE?)
S8	27	S1 AND S7
S9	45	S5 OR S6 OR S8
S10	45	S9 NOT AD>990827
S11	34	S10 AND IC=(A63F? OR G06F? OR H04N?)
S12	34	IDPAT (sorted in duplicate/non-duplicate order)
S13	33	IDPAT (primary/non-duplicate records only)
File 344:Chinese Patents ABS Apr 1985-2000/Feb		
(c) 2000 European Patent Office		
File 347:JAPIO Oct 1976-1999/Nov(UPDATED 000515)		
(c) 2000 JPO & JAPIO		
File 351:DERWENT WPI 1963-2000/UD=, UM=, & UP=200025		
(c) 2000 Derwent Info Ltd		



13/5/1 (Item 1 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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013110307 \*\*Image available\*\*  
WPI Acc No: 00-282178/200024  
XRPX Acc No: N00-212353

Advertising method for use within virtual environments over computer networks e.g. Internet, in which plug-in software replaces default images of game with virtual pictures and figures using advertisement

Patent Assignee: ADABOY INC (ADAB-N)

Inventor: HECKEL W

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 6036601	A	20000314	US 99256827	A	19990224	A63F-003/00	200024 B

Priority Applications (No Type Date): US 99256827 A 19990224

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 6036601	A		6				

Abstract (Basic): US 6036601 A

NOVELTY - Default images of games are replaced by alternative textures having advertisements implemented within them. An advertising server coordinates the matching of ads to demographic data of the game player, and accommodates the advertisements in formats from game information provided by game sources.

DETAILED DESCRIPTION - A game player is visually influenced by advertisements as they view the virtual world of the game, as plug-in software replaces the default images of the game with virtual pictures and figures using the advertisement. View statistics are retrieved from the game player's computer or console to rate viewing effectiveness for advert placement confirmation and billing purposes.

USE - Advertising within virtual environments of computer games

ADVANTAGE - Provides non-interactive method of advertising within game screen environments of the Internet, which does not interrupt the game player, yet exposes the user to advertising.

DESCRIPTION OF DRAWING(S) - The drawing shows a block diagram of the relationship between each server and flow path of data sent or collected as an advertisement is implemented, and player logs on over a network.

pp; 6 DwgNo 1/1

Title Terms: ADVERTISE ; METHOD; VIRTUAL; ENVIRONMENT; COMPUTER ; NETWORK ; PLUG; SOFTWARE; REPLACE ; DEFAULT; IMAGE; GAME ; VIRTUAL; PICTURE; FIGURE; ADVERTISE

Derwent Class: P36; P85; T01; W01; W02; W04; W05

International Patent Class (Main): A63F-003/00

International Patent Class (Additional): G09F-023/14

File Segment: EPI; EngPI

13/5/2 (Item 2 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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012998979 \*\*Image available\*\*  
WPI Acc No: 00-170831/200015  
Related WPI Acc No: 00-160544  
XRPX Acc No: N00-127020

Moving pictures experts group compressed picture based graphical user interface display method in interactive television system

Patent Assignee: OPENTV INC (OPEN-N)

Inventor: KALLURI R M; ZDEPSKI J W

Number of Countries: 085 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9966732	A1	19991223	WO 99US13030	A	19990611	H04N-007/26	200015 B
AU 9945578	A	20000105	AU 9945578	A	19990611	H04N-007/26	200024

Priority Applications (No Type Date): US 9898941 A 19980617

#### Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
WO 9966732	A1	E	46			
Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN						
CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ						
LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK						
SL TJ TM TR TT UA UG UZ VN YU ZA ZW						
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR						
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW						
AU 9945578	A			Based on	WO 9966732	

Abstract (Basic): WO 9966732 A1

NOVELTY - One of MPEG compressed insert pictures representing display portion of graphical user interface (GUI) **received** from a video delivery system is inserted into MPEG compressed background picture, at the subscriber television side. Then, the background picture is decoded and displayed. The display content is operated to display the GUI.

DETAILED DESCRIPTION - The insertion of MPEG compressed insert picture into the MPEG compressed background picture, is performed in response to user input or program execution in the subscriber television.

USE - For displaying graphical user interface (GUI) using moving pictures experts group (MPEG) compressed pictures, for interactive television application such as **game** shows, **advertising**, **video** -on-demand etc. And also for interfaced **digital video** such as high definition television (HDTV).

ADVANTAGE - Since the subscriber television is coupled to the video delivery system, user is enabled to interact with GUI presented on the screen, reliably. Provides slices that are interspersed to accomplish replacement of replacement slices with the compressed insert picture slices.

DESCRIPTION OF DRAWING(S) - The figure shows the flowchart explaining the operation involved in insertion of insert picture into background pictures for GUI display.

pp; 46 DwgNo 6/11

Title Terms: MOVE; PICTURE; GROUP; COMPRESS; PICTURE; BASED; GRAPHICAL; USER; INTERFACE; DISPLAY; METHOD; INTERACT; TELEVISION; SYSTEM

Derwent Class: W02

International Patent Class (Main): H04N-007/26

International Patent Class (Additional): H04N-007/16

File Segment: EPI

13/5/3 (Item 3 from file: 351)  
 DIALOG(R) File 351:DERWENT WPI  
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012925090 \*\*Image available\*\*  
 WPI Acc No: 00-096926/200008  
 XRPX Acc No: N00-074887

**Wireless receiver in wireless computer controlled toy system**

Patent Assignee: CREATOR LTD (CREA-N)

Inventor: COHEN M; GABAI J; GABAI O; SANDLERMAN N

Number of Countries: 086 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9960358	A1	19991125	WO 99IL271	A	19990520	G01L-005/00	200008 B
AU 9939530	A	19991206	AU 9939530	A	19990520	G01L-005/00	200019

Priority Applications (No Type Date): US 9881889 A 19980520

#### Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent

WO 9960358 A1 E 408

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9939530 A

Based on

WO 9960358

Abstract (Basic): WO 9960358 A1

NOVELTY - The wireless **receiver** (130) provided in a toy (120) **receives** data **transmitted** from wireless **transmitter** (110) operated by a **computer** system (100,105,110) comprising **computer game**. The toy is operated to carry-out at least one action such as movement of toy, output of sound based on **received** data.

DETAILED DESCRIPTION - The **transmitted** data comprises control command chosen from several available control commands based on operation result of **computer game**. The action carried out by toy includes transitioning between sleep state and awake state. INDEPENDENT CLAIMS are also included for the following:

- (a) control instructions generating method;
- (b) radio controlled device operating method

USE - In wireless computer controlled toy system e.g. **advertising** system.

ADVANTAGE - Reduces energy consumption by toy in sleep state since toy is inactive in this state.

DESCRIPTION OF DRAWING(S) - The figure shows partly pictorial, partly block diagram illustration of computer control system including toy.

Computer system (100,105,110)

Wireless **transmitter** (110)

Toy (120)

Wireless **receiver** (130)

pp; 408 DwgNo 1A/58

Title Terms: WIRELESS; **RECEIVE** ; WIRELESS; COMPUTER; CONTROL; TOY; SYSTEM

Derwent Class: P36; S02; W02; W04

International Patent Class (Main): G01L-005/00

International Patent Class (Additional): **A63F-009/22** ; H04B-007/00;

**H04N-007/04**

File Segment: EPI; EngPI

13/5/4 (Item 4 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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012803300 \*\*Image available\*\*

WPI Acc No: 99-609530/199952

XRPX Acc No: N99-448971

Computer game **playing method in network such as** world wide web,  
**local area network**

Patent Assignee: VR-1 INC (VRON-N)

Inventor: GILLAM B D; JAMES S R

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5964660	A	19991012	US 97878387	A	19970618	A63F-009/22	199952 B

Priority Applications (No Type Date): US 97878387 A 19970618

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
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US 5964660	A		11			
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Abstract (Basic): US 5964660 A

NOVELTY - The first player game space is located relative to the second player game space, using a specific parameter, so that the first player does not have an unreasonable advantage relative to second player. The second player game resources are acquired by first player,

before second player has meaningful opportunities to play the game.

**DETAILED DESCRIPTION** - A database retains a record associated with each player involved in the game. First and second players are added to the database, such that respective game spaces and game resources associated with one or more other players are initially allocated to the players. The game resources can be used in an effort to acquire the game space adjacent to other player game space. The specific parameters used for locating the player's game space, include time and distance between second space and first space. This distance increases, as the amount of time that has elapsed between the addition of first and second player into the database, increases.

**USE** - For playing **computer game** on network such as **World Wide Web (WWW)**, local area network (LAN).

**ADVANTAGE** - The **game** can be played with substantially no other **game** related software, plug-ins or add-ons. The **game** database is managed to compensate for the lack of significantly greater **game** resources possessed by **new** player relative to the older players. Offers additional ways for players to interact with the **game** and with each other, besides the ability to submit moves, and view the resulting **changes** in the **game** universe. Since a limitation is placed upon the amount of **game** currency that any individual player can **receive** from the **advertisers**, players from acquiring more **game** currency is prevented. The coupling of **advertising** with the **computer** play gaming is enhanced, by providing the player with option to not be provided with the ability to access **advertisement** to obtain **game** currency. The **game** state is substantially and infinitely updated by the server and is made available to the players according to the noted formats, so that the players can access the updated state of **game** and enter further moves, if they so desire. The database can be structured or managed to allocate **game** space to players within either a fixed **game** space or expanding **game** space.

**DESCRIPTION OF DRAWING(S)** - The figure shows block diagram or data processing architecture used for implementing the game system.

pp; 11 DwgNo 1/3

Title Terms: **COMPUTER ; GAME ; PLAY; METHOD; NETWORK; WORLD; WIDE; WEB; LOCAL; AREA; NETWORK**  
Derwent Class: P36; T01; W01; W04  
International Patent Class (Main): **A63F-009/22**  
File Segment: EPI; EngPI

13/5/5 (Item 5 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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012786452 \*\*Image available\*\*  
WPI Acc No: 99-592679/199951  
XRPX Acc No: N99-437336

**Segment structure for multimedia presentations**

Patent Assignee: ARACHNID INC (ARAC-N)  
Inventor: MARTIN J R; RENTMEESTERS C D  
Number of Countries: 025 Number of Patents: 001  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
EP 949574	A2	19991013	EP 99301438	A	19990226	G06F-017/60	199951 B

Priority Applications (No Type Date): US 9847653 A 19980325

**Patent Details:**

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
EP 949574	A2	E	7				

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI

Abstract (Basic): EP 949574 A2

**NOVELTY**:- Structure comprises MAC (multiplexed analog component) segments, with multimedia commands invoking multimedia effects. The command includes a tokenized argument and a DAT segment invoking the MAC segment. MAC segment commands are protected against alteration by

encryption using password protection, and the tokenized argument is flagged in the MAC segment using non-alphanumeric characters.

USE - Segment structure is for multimedia display generation and is for use e.g. in **computer** jukeboxes or **electronic** dart **games** to display advertisements.

ADVANTAGE - Segment structure enables intermediate distribution personnel to produce customized multimedia displays such as **advertisements** so that the original creator of the **advertisement** does not need to be directly involved. The segment structure protects certain elements of the display from **alteration** while allowing **alteration** of others.

DESCRIPTION OF DRAWING(S) - The figure shows a computerized jukebox storing digital music data and running multimedia segment structures.

pp; 7 DwgNo 1/2

Title Terms: SEGMENT; STRUCTURE; PRESENT

Derwent Class: T01; W04; W05

International Patent Class (Main): G06F-017/60

File Segment: EPI

13/5/6 (Item 6 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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012702299 \*\*Image available\*\*

WPI Acc No: 99-508410/199942

XRPX Acc No: N99-378907

**Event related information insertion into video for inserting images into live video signals e.g. pitch speed in a baseball match, current value of stock market index**

Patent Assignee: PRINCETON VIDEO IMAGE INC (PRIN-N)

Inventor: ROSSER R J

Number of Countries: 082 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9938320	A1	19990729	WO 99US1399	A	19990122	H04N-005/265	199942 B
AU 9925611	A	19990809	AU 9925611	A	19990122	H04N-005/265	200001

Priority Applications (No Type Date): US 9872354 A 19980123

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
WO 9938320	A1	E	24				

Designated States (National): AL AM AT AU AZ BA BB BG BR.BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9925611 A Based on WO 9938320

Abstract (Basic): WO 9938320 A1

NOVELTY - The method involves utilizing an obtained event information to select or create an output display information animation (48). The output display information animation is mixed into a broadcast video (40) using the information from a live video insertion system.

DETAILED DESCRIPTION - The live video insertion system is used to identify a location and measure image motion in the video broadcast. An animation capable of displaying the event related information is then generated. The event related information for selecting or creating the output display information animation is obtained from the generated animation.

An INDEPENDENT CLAIM is included for an event related information inserting apparatus for placing event information into a video broadcast.

USE - For inserting images into live video signals e.g. pitch speed in a baseball match, current value of stock market index, without introducing undesirable image clutter.

ADVANTAGE - Ensures less expensive and simplified synchronization and timing operations since animation is sufficiently small and can be stored in the internal RAM of a live **video** insertion system unit under the control of the system's operational software. Adds understanding and enjoyment of **game** and satisfies both the **advertisers** and watching sports fan since animated signs and information related to the **game** can be displayed. Reduces system cost and eases system control since complete set of possible animations can be stored in an internal memory. Saves **computer** memory since data manipulating devices and simple graphic or animation can be used and only a part of the animation need to be **changed** .

DESCRIPTION OF DRAWING(S) - The figure shows a video scene in which additional information has been added using the invented event related information insertion.

Broadcast video (40)

Output display information animation (48)

pp; 24 DwgNo 3/5

Title Terms: EVENT; RELATED; INFORMATION; INSERT; VIDEO; INSERT; IMAGE; LIVE; VIDEO; SIGNAL; PITCH; SPEED; BASEBALL; MATCH; CURRENT; VALUE; STOCK ; MARKET; INDEX

Derwent Class: W04

International Patent Class (Main): H04N-005/265

International Patent Class (Additional): H04N-005/275

File Segment: EPI

13/5/7 (Item 7 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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012587784 \*\*Image available\*\*  
WPI Acc No: 99-393891/199933  
XRPX Acc No: N99-294320

**Programmable sound card for electronic device such as gaming devices e.g. video poker machine**

Patent Assignee: OKUNIEWICZ D M (OKUN-I)

Inventor: OKUNIEWICZ D M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5908354	A	19990601	US 97795152	A	19970207	A63F-009/22	199933 B

Priority Applications (No Type Date): US 97795152 A 19970207

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 5908354	A		18				

Abstract (Basic): US 5908354 A

NOVELTY - A read-only detecting unit outputs notification signals on detection of selected event occurrences. An event detection sampling unit (12) **receives** and analyzes the notification signals and outputs event occurrence information signals based on which a computing unit outputs sound generation command signals.

DETAILED DESCRIPTION - A read/write audio file storage memory device (58) stores audio file in retrievable form for accessing and outputting selected audio signals in response to sound generation command signals. An audio file output device transfers the selected audio signals from read-write audio file storage memory to a sound producing device.

USE - For electronic device such as gaming devices e.g. slot machine, video poker machine.

ADVANTAGE - The programmable sound card may be added to any existing gaming device to produce **alternative** sound signals in response to event occurrences. The computing device on the sound card may be programmed to output a variety of sound, thus maintaining customer interest in the game. Since the probabilities of gaming occurrences cannot be **modified** , number of inspections by the gaming commission of various states, are minimized. **Advertisements** for

casino activities and the like can be included in the sound producing device.

DESCRIPTION OF DRAWING(S) - The figure represents the block diagram of component of programmable sound card.

Event detection sampling unit (12)

Audio signal storage memory device (58)

pp; 18 DwgNo 4/5

Title Terms: PROGRAM; SOUND; CARD; **ELECTRONIC** ; DEVICE; **GAME** ; DEVICE;

**VIDEO** ; POKER; MACHINE

Derwent Class: P36; T05; W04

International Patent Class (Main): **A63F-009/22**

File Segment: EPI; EngPI

13/5/8 (Item 8 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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012417035 \*\*Image available\*\*

WPI Acc No: 99-223143/199919

Related WPI Acc No: 99-228937

XRPX Acc No: N99-165854

Computer **network** game **system** for stores, shops - authenticates player when number in inserted magnetic card and obtained lucky number matches and stores authentication information based on which player is permitted to play game only once in one day

Patent Assignee: INTERVISION KK (INTE-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
JP 11057217	A	19990302	JP 97246009	A	19970828	A63F-009/22	199919 B

Priority Applications (No Type Date): JP 97246009 A 19970828

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
JP 11057217	A		9				

Abstract (Basic): JP 11057217 A

NOVELTY - Several POS terminals (1) are connected to a server (3) which controls game system through a network (2). When a magnetic card is inserted and when the number in card and lucky number **received** from terminal correspond, an authentication information is stored in the server, and the player is permitted to play the game only once in a day for fixed period.

USE - In stores, shops.

ADVANTAGE - Restricts players to participate in game only once in a day and thereby forces customer to visit store everyday. Offers inexpensive method for increasing customers to store. Enables display of **advertisements** in terminals to enhance sale. DESCRIPTION OF DRAWING(S) - The diagram shows the network game system. (1) POS terminals; (2) Network; (3) Server.

Dwg.1/12

Title Terms: **COMPUTER** ; NETWORK; **GAME** ; SYSTEM; STORAGE; SHOP; PLAY;

NUMBER; INSERT; MAGNETIC; CARD; OBTAIN; LUCK; NUMBER; MATCH; STORAGE;

AUTHENTICITY; INFORMATION; BASED; PLAY; PERMIT; PLAY; **GAME** ; ONE; DAY

Derwent Class: P36; T01; T05; W01; W04

International Patent Class (Main): **A63F-009/22**

International Patent Class (Additional): **G06F-019/00**

File Segment: EPI; EngPI

13/5/9 (Item 9 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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012361477 \*\*Image available\*\*

WPI Acc No: 99-167584/199914

Related WPI Acc No: 99-167585; 99-167590; 99-167598

XRPX Acc No: N99-122068

**Reconfigurable audio-visual previewing system for providing product information**

Patent Assignee: PICS PREVIEWS INC (PICS-N)

Inventor: STERN M R

Number of Countries: 082 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat	No	Kind	Date	Main IPC	Week
WO 9908193	A1	19990218	WO 98US16474	A	19980807	G06F-013/00	199914	B
AU 9886974	A	19990301	AU 9886974	A	19980807	G06F-013/00	199928	

Priority Applications (No Type Date): US 9755708 A 19970808

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
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WO 9908193	A1	E	36				
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Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9886974	A			Based on		WO 9908193	
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Abstract (Basic): WO 9908193 A1

NOVELTY - One of a number of applications programs (200) is selected and configures a user interface module (110) to identify the product of interest to the user. The selected application program also configures the media communications module to **transmit**, in response to the product's identification, a request for related product information stored in a multimedia server (460), and to **receive** and play the product information retrieved from the server (460) in response to the request.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for; a reconfigurable audio-visual **previewing** system for identifying products of interest, and a method for providing product information from a file server in a reconfigurable **previewing** system.

USE - Enabling prospective customer to **preview** tracks on CD, clips from motion pictures, **computer games** and programs and other multimedia stored on server.

ADVANTAGE - Allows customer to **preview** portions of variety of products e.g. audio recordings, travel packages etc. prior to purchase.

DESCRIPTION OF DRAWING(S) - The drawing shows a block diagram of the interactive audiovisual **previewing** system.

Audiovisual system (100)

User interface (110)

Media communications module (120)

Display (130)

Listening post station application module (200)

pp; 36 DwgNo 1/10

Title Terms: AUDIO; VISUAL; **PREVIEW**; SYSTEM; PRODUCT; INFORMATION

Derwent Class: T01

International Patent Class (Main): **G06F-013/00**

File Segment: EPI

13/5/10 (Item 10 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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012021769 \*\*Image available\*\*

WPI Acc No: 98-438679/199838

XRPX Acc No: N98-341795

Electronic game arrangement - gives at least one additional profit possibility after playing of game, depending on amount of altogether achieved agreements game symbols and/or sequence of agreeing game symbols

Patent Assignee: FISCHER B (FISC-I)

Number of Countries: 001 Number of Patents: 001



Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
DE 29803107	U1	19980813	DE 98U2003107	U	19980221	A63F-009/24	199838 B

Priority Applications (No Type Date): DE 98U2003107 U 19980221

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
DE 29803107	U1		16			

Abstract (Basic): DE 29803107 U

The arrangement includes a casing (2), whose front plate (3) is equipped with display and operating elements (7). At least one game display (4) is provided for the display of changing game symbols, at least one risk display (6), as well as other information and **advertising** display elements. A second **additional** game display (5) is provided for the display of a subset of the game symbols of the game display. The additional game display is connected with a comparator element connected with the second game display and a memory element, as well as to a central control unit.

In case of the first game display not authorising a profit after play, the respective game symbol of the game display or a subsequently determined game symbol is compared by the comparator element with the game symbols visible in the additional game display, and an event of an, up to now not yet achieved, agreement of symbols is stored, and is indicated in the additional game display. At least one additional profit possibility is given depending on the amount of the altogether achieved agreements and/or sequence of agreeing game symbols.

ADVANTAGE - Provides improved game which bridges minimum game time required by law in interesting and attractive way.

Dwg.2/2

Title Terms: **ELECTRONIC** ; **GAME** ; ARRANGE; ONE; ADD; PROFIT; POSSIBILITY; AFTER; PLAY; **GAME** ; DEPEND; AMOUNT; ACHIEVE; **GAME** ; SYMBOL; SEQUENCE; **GAME** ; SYMBOL

Derwent Class: P36; T05; W04

International Patent Class (Main): **A63F-009/24**

International Patent Class (Additional): G07F-017/32

File Segment: EPI; EngPI

13/5/11 (Item 11 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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011971572 \*\*Image available\*\*

WPI Acc No: 98-388482/199833

XRPX Acc No: N98-302889

**Game machine system, broadcasting system, data distribution system - has program executing device, and game machine only starts up game software on receiving software actuation signal through receiver and detects commercial advertising material**

Patent Assignee: SONY CORP (SONY )

Inventor: EBISAWA K

Number of Countries: 030 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9829974	A1	19980709	WO 97JP4847	A	19971225	H04H-001/00	199833 B
AU 9853405	A	19980731	AU 9853405	A	19971225	H04H-001/00	199849
EP 905928	A1	19990331	EP 97950403	A	19971225	H04H-001/00	199917
			WO 97JP4847	A	19971225		
JP 10529853	X	19990518	WO 97JP4847	A	19971225	H04H-001/00	199930
			JP 98529853	A	19971225		
CN 1214825	A	19990421	CN 97193282	A	19971225	H04H-001/00	199934
BR 9707870	A	19990727	BR 977870	A	19971225	H04H-001/00	199941
			WO 97JP4847	A	19971225		

Priority Applications (No Type Date): JP 96345602 A 19961225

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
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WO 9829974 A1 J 120

Designated States (National): AU BR CA CN ID JP KR MX RU SG US VN

Designated States (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LU MC  
NL PT SE

AU 9853405 A Based on WO 9829974

EP 905928 A1 E Based on WO 9829974

Designated States (Regional): AT BE CH DE DK ES FR GB IE IT LI LU NL PT  
SE

JP 10529853 X Based on WO 9829974

BR 9707870 A Based on WO 9829974

Abstract (Basic): WO 9829974 A

The **game** machine system which is provided with a set top box (51) which is a **receiver** that **receives** **digital** data distributed by utilising a broadcasting system or communication system. A **game** machine (52) is inhibited from starting up a **game** software until the machine **receives** a software actuation allowance signal through the **receiver**.

Following the software actuation allowance signal, data with which part of data of the game software are **replaced** or data to be inserted into the software are sent. The data can be used as a commercial **advertisement**. Therefore, the game machine (52) judges whether or not a commercial **advertisement** is contained in the software. When no commercial **advertisement** is contained, the machine is adapted not to be operated.

Dwg.4/30

Title Terms: GAME; MACHINE; SYSTEM; BROADCAST; SYSTEM; DATA; DISTRIBUTE;  
SYSTEM; PROGRAM; EXECUTE; DEVICE; GAME; MACHINE; START; UP; GAME;  
SOFTWARE; **RECEIVE** ; SOFTWARE; ACTUATE; SIGNAL; THROUGH; **RECEIVE** ;  
DETECT; COMMERCIAL; **ADVERTISE** ; MATERIAL

Derwent Class: P36; W03; W04

International Patent Class (Main): H04H-001/00

International Patent Class (Additional): **A63F-009/22** ; H04L-012/18

File Segment: EPI; EngPI

13/5/12 (Item 12 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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011702939 \*\*Image available\*\*

WPI Acc No: 98-119849/199811

XRPX Acc No: N98-095403

**Two circuit timer for in-shop video game preview - has primary and secondary timed circuits for controlling activation and deactivation of respective external loads, controlled by timer and actuator**

Patent Assignee: FISCHER R D (FISC-I)

Inventor: FISCHER R D

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5711708	A	19980127	US 95544939	A	19951018	A63F-009/00	199811 B

Priority Applications (No Type Date): US 95544939 A 19951018

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
US 5711708	A		8			

Abstract (Basic): US 5711708 A

The two-circuit timer includes a primary timed circuit (12) and a secondary timed circuit (18) that control activation and deactivation of respective external loads (14, 20). The external load controlled by the primary timed circuit can be a **video game** controller which resets the **video game** and allows a preprogrammed **game preview** to be displayed on a monitor. **Alternatively** the primary external load can be a **computer** processor which controls a **computer** based **video game**.

The external load controlled by the secondary timed circuit can be

a controller which enables or disables the user controls of the **video game** . A timer (16) controls a momentary deactivation of the primary timed circuit and an actuator (22) activates the timer and the secondary circuit. This resets the **game** to the beginning at a predetermined point and disables the hand controllers to prevent play for a given period of time. During this time, a **game** preview is displayed.

USE - For demonstration or viewing of **video game** in retail store or **video** rental store.

ADVANTAGE - Limits time during which customer can play game, while allowing customers to view game preview while controls are disabled.

Dwg.1/3

Title Terms: TWO; CIRCUIT; TIME; SHOP; **VIDEO** ; **GAME** ; PREVIEW; PRIMARY; SECONDARY; TIME; CIRCUIT; CONTROL; ACTIVATE; DEACTIVATE; RESPECTIVE; EXTERNAL; LOAD; CONTROL; TIME; ACTUATE

Derwent Class: P36; S04; T01; W04

International Patent Class (Main): **A63F-009/00**

File Segment: EPI; EngPI

**13/5/13 (Item 13 from file: 351)**

DIALOG(R)File 351:DERWENT WPI

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011331746 \*\*Image available\*\*

WPI Acc No: 97-309650/199728

Related WPI Acc No: 95-263445; 97-077020; 97-178588; 97-448209; 97-549272; 98-041570; 98-145099; 98-178848; 99-357319; 99-579428; 00-061147; 00-115332; 00-281905; 00-292050

XRPX Acc No: N97-256650

**Content-on-demand interactive video game system - performs automated selective retrieval of non-sequentially stored video segments of video programme in response to viewers pre-established video content preferences**

Patent Assignee: ABECASSIS M (ABEC-I)

Inventor: ABECASSIS M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5634849	A	19970603	US 932998	A	19930111	A63F-009/24	199728 B
			US 95420586	A	19950412		

Priority Applications (No Type Date): US 932998 A 19930111; US 95420586 A 19950412

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
US 5634849	A		26	Cont of	US 932998	
				Cont of		US 5434678

Abstract (Basic): US 5634849 A

The system includes a preference device which establishes a players content preferences and is responsive to one content category. An interactive **video game** is provided which comprises gaming software and a segment map. Several **video** segments of the interactive **video game** have one parallel **video** segment.

One video segment is automatically selected from several video segments and is responsive to the gaming software and application of the players content preferences in the segment map. The selected video segments are retrieved and buffered for seamless skipping of a non-selected video segment.

ADVANTAGE - **Previews** automatically **selected** segments from pre-established programme. Preferred video content stored in portable memory device. Integrates fibre optic communications capabilities and read/write laser disc player within single device to **download** motion picture programme.

Dwg.4/9

Title Terms: CONTENT; DEMAND; INTERACT; **VIDEO** ; **GAME** ; SYSTEM; PERFORMANCE; AUTOMATIC; SELECT; RETRIEVAL; NON; SEQUENCE; STORAGE; **VIDEO**

; SEGMENT; VIDEO ; PROGRAMME; RESPOND; VIEW; PRE; ESTABLISH; VIDEO ;  
CONTENT  
Derwent Class: P36; W02; W03; W04  
International Patent Class (Main): A63F-009/24  
File Segment: EPI; EngPI

13/5/14 (Item 14 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

011190587 \*\*Image available\*\*  
WPI Acc No: 97-168512/199716  
XRPX Acc No: N97-138613

**Electronic billboard replacement apparatus for TV broadcast system - has  
memory storing several replacement billboards and electronic sequencer  
controlling billboard display time period**

Patent Assignee: ORAD HI-TEC SYSTEMS LTD (ORAD-N); GOODMAN C (GOOD-I)  
Inventor: SHARIR A; TAMIR M; WILF I; SPROGIS P  
Number of Countries: 076 Number of Patents: 009  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2305049	A	19970326	GB 9518431	A	19950908	H04N-005/272	199716 B
JP 2000500298	W	20000111	WO 96GB2231	A	19960909	H04N-005/272	200013
			JP 97511006	A	19960909		
MX 9801847	A1	19980801	MX 981847	A	19980306	H04N-005/272	200014
WO 9709824	A1	19970313	WO 96GB2231	A	19960909	H04N-005/272	199717
ZA 9607589	A	19970528	ZA 967589	A	19960909	H04N-000/00	199727
AU 9669357	A	19970327	AU 9669357	A	19960909	H04N-005/272	199729
EP 850537	A1	19980701	EP 96930240	A	19960909	H04N-005/272	199830
			WO 96GB2231	A	19960909		
BR 9610083	A	19990105	BR 9610083	A	19960909	H04N-005/272	199907
			WO 96GB2231	A	19960909		
AU 704996	B	19990513	AU 9669357	A	19960909	H04N-005/272	199930

Priority Applications (No Type Date): GB 9518431 A 19950908

Cited Patents: US 4724491; WO 9510919; WO 9512282

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
GB 2305049	A		18			
JP 2000500298	W		21	Based on		WO 9709824
WO 9709824	A1	E	19			
Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN						
Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG						
ZA 9607589	A		18			
AU 9669357	A			Based on		WO 9709824
EP 850537	A1	E		Based on		WO 9709824
Designated States (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE						
BR 9610083	A			Based on		WO 9709824
AU 704996	B			Previous Publ.		AU 9669357
				Based on		WO 9709824

Abstract (Basic): GB 2305049 A

The electronic billboard replacement apparatus includes a memory for storing a number of replacement billboards and an electronic sequencer for controlling the time period that each billboard is displayed. Pref. the sequencer can be programmed to select identical or different time periods for each of the billboards.

Pref. a timer is provided for each billboard. The timer can be set to a desired time period for each billboard. In addition, the timer includes a device for detecting the presence of the billboard on a video image **transmitted** to the viewer and a device for inhibiting the changeover of the billboard to the next billboard while it is visible

to the viewer.

USE/ADVANTAGE - For replacing billboard portion in **video** image of stadium, e.g. for displaying different **advertisements** to TV viewers in different locations. Allows billboard to be **changed** several times during defined period, e.g. half or quarter during soccer or American football **game** . Prevents billboards being **changed** while visible to viewer.

Dwg.2/7

Title Terms: ELECTRONIC; BILLBOARD; REPLACE; APPARATUS; TELEVISION;  
BROADCAST; SYSTEM; MEMORY; STORAGE; REPLACE; ELECTRONIC; SEQUENCE;  
CONTROL; BILLBOARD; DISPLAY; TIME; PERIOD

Index Terms/Additional Words: TELEVISION

Derwent Class: P85; S04; W04; W05

International Patent Class (Main): H04N-000/00 ; H04N-005/272

International Patent Class (Additional): G09G-005/00; H04N-005/445 ;  
H04N-007/16

File Segment: EPI; EngPI

13/5/15 (Item 15 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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011181588 \*\*Image available\*\*

WPI Acc No: 97-159513/199715

XRPX Acc No: N97-131754

**Golf game information system - has portable terminals with golf ball sensors and video units arranged on course for transmitting data to processor for outputting support information**

Patent Assignee: OGURI M (OGUR-I)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat	No	Kind	Date	Main IPC	Week
JP 9028849	A	19970204	JP 95181617	A	19950718	A63B-069/00		199715 B

Priority Applications (No Type Date): JP 95181617 A 19950718

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
JP 9028849	A		10				

Abstract (Basic): JP 9028849 A

The system consists of portable input-output terminal (A) and into which a player feeds the input data. The input-output terminal is carried to a golf ball sensors (SE,SE1 - SEn) are positioned on the course to sense the batting part of the **game** . A number of **video** input units (C,C1 - Cn) are installed to take pictures of the players **game** .

The input-output terminal, golf ball sensors and video input unit transfer information to an information processor (H) which process the information for supply to the input-output terminal. The processed information provides support and guidance to the player besides furnishing feed back for skill improvement.

ADVANTAGE - Enables player to make decision on course capture. Identifies location of ball from instrumentation data. Features automatic calculation of score. Helps in upgrading of skills by observation of **video** shots. Provides for storage of **video** recording as souvenir. Enables **transmitting** golf related **advertising** to input-output terminal and yield revenue for management. Assist management in **game** scheduling and caddie rotation.

Dwg.1/3

Title Terms: GOLF; **GAME** ; INFORMATION; SYSTEM; PORTABLE; TERMINAL; GOLF;  
BALL; SENSE; **VIDEO** ; UNIT; ARRANGE; COURSE; **TRANSMIT** ; DATA; PROCESSOR;  
OUTPUT; SUPPORT; INFORMATION

Derwent Class: P36; T01; W04

International Patent Class (Main): A63B-069/00

International Patent Class (Additional): A63B-057/00; A63B-071/00;  
G06F-019/00 ; G06T-001/00

File Segment: EPI; EngPI

13/5/16 (Item 16 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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011099095 \*\*Image available\*\*  
WPI Acc No: 97-077020/199707  
Related WPI Acc No: 95-263445; 97-178588; 97-309650; 97-448209; 97-549272;  
98-041570; 98-145099; 98-178848; 99-357319; 99-579428; 00-061147;  
00-115332; 00-281905; 00-292050  
XRPX Acc No: N97-063988

**Video segment retrieval method - responding to viewer preestablished content preference to selectively retrieve non-sequentially stored video program segments for transmission as seamless program**

Patent Assignee: ABECASSIS M (ABEC-I)

Inventor: ABECASSIS M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5589945	A	19961231	US 932998	A	19930111	H04N-005/76	199707 B
			US 94305455	A	19940913		

Priority Applications (No Type Date): US 932998 A 19930111; US 94305455 A 19940913

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 5589945	A		26	Div ex		US 932998	
				Div ex			US 5434678

Abstract (Basic): US 5589945 A

The method involves an initial establishing of the video content preferences, and retrieving a video segment map directly defining several video segments of a video program. Video segments are selected from the defined segments, as being responsive to an application of the video contents preferences to the video segment map.

A first retrieving device and a second retrieving device are coordinated to retrieve the selected video segments, and to seamlessly skip a retrieval of a non-selected segment, to produce a version of the video program differing in length from the original program. The video segments may include at least one non-sequential video segment.

USE/ADVANTAGE - For automated selective retrieval of non-sequentially stored parallel transitional and overlapping **video** segments from variable content program source. Provides interactive **video game** system. Furnishes **preview** of variable content program. Stores viewer preferences in portable memory.

Dwg.9/9

Title Terms: VIDEO; SEGMENT; RETRIEVAL; METHOD; RESPOND; VIEW; CONTENT; PREFER; SELECT; RETRIEVAL; STORAGE; VIDEO; PROGRAM; SEGMENT;

**TRANSMISSION** ; SEAM; PROGRAM

Derwent Class: T01; W02; W04

International Patent Class (Main): H04N-005/76

International Patent Class (Additional): H04N-001/00 ; H04N-007/10

File Segment: EPI

13/5/17 (Item 17 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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011089698 \*\*Image available\*\*  
WPI Acc No: 97-067623/199707  
XRPX Acc No: N97-055620

**Video game executing system for game including advertisements - has advertisements stored along with game programme and updates these at given intervals for display along with game**

Patent Assignee: SONY CORP (SONY )

Inventor: EBISAWA K

Number of Countries: 014 Number of Patents: 010

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
EP 752678	A2	19970108	EP 96304685	A	19960625	G06F-019/00	199707 B
AU 9656239	A	19970109	AU 9656239	A	19960628	G09F-023/14	199710
JP 9010440	A	19970114	JP 95166682	A	19950630	A63F-009/22	199712
CA 2179874	A	19961231	CA 2179874	A	19960625	G09F-023/14	199718
TW 302457	A	19970411	TW 96107301	A	19960617	G06F-009/06	199728
SG 42423	A1	19970815	SG 9610185	A	19960629	G06F-019/00	199739
KR 97000294	A	19970121	KR 9624235	A	19960627	A63F-009/24	199801
BR 9602947	A	19980428	BR 962947	A	19960701	G06F-161/00	199823
US 5946664	A	19990831	US 96672116	A	19960627	G09F-023/14	199942
AU 708434	B	19990805	AU 9656239	A	19960628	G09F-023/14	199943

Priority Applications (No Type Date): JP 95166682 A 19950630

Cited Patents: -SR.Pub

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
EP 752678	A2	E	20				
Designated States (Regional): AT DE FR GB IT NL							
JP 9010440	A		14				
AU 708434	B			Previous Publ.		AU 9656239	

Abstract (Basic): EP 752678 A

The game executing system includes a store for a games program. A **receiver** obtains **advertisement** data at given times. The **received advertising** data is then held in the store. The game program is executed and display data corresponding to the **advertising** data is output along with it.

The **advertising** data may be **several advertisements** which are displayed at different times when the game is activated. The game is stopped from operating when **advertising** data is not **received** at given times. A game program identification code is generated.

USE/ADVANTAGE - For home use or arcades, or companies. Adds **advertisements** to games as part of background scenery. Frequent updating.

Dwg.7/11

Title Terms: VIDEO ; GAME ; EXECUTE; SYSTEM; GAME ; ADVERTISE ;  
ADVERTISE ; STORAGE; GAME ; PROGRAMME; UPDATE; INTERVAL; DISPLAY; GAME  
Derwent Class: P36; P85; T01; W04  
International Patent Class (Main): A63F-009/22 ; A63F-009/24 ;  
G06F-009/06 ; G06F-019/00 ; G06F-161/00 ; G09F-023/14  
International Patent Class (Additional): G06F-017/00 ; H04B-010/10  
File Segment: EPI; EngPI

13/5/18 (Item 18 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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011035986 \*\*Image available\*\*

WPI Acc No: 97-013910/199702

XRPX Acc No: N97-012082

**Net-worked gaming apparatus with interleaved interactive advertising - includes controller which receives game and advertising inputs from players, and central computer which transmits and downloads game and advertising messages to control unit**

Patent Assignee: TWO WAY TV LTD (TWOW-N); INTERACTIVE NETWORK INC (INTE-N)

Inventor: BERNER M K; VAUGHN E E

Number of Countries: 018 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
EP 745948	A2	19961204	EP 96303969	A	19960531	G06F-019/00	199702 B
US 5643088	A	19970701	US 95454925	A	19950531	A63F-009/24	199732
EP 745948	A3	19971229	EP 96303969	A	19960531	G06F-019/00	199818

Priority Applications (No Type Date): US 95454925 A 19950531

Cited Patents: US 4592546; WO 9310605

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent  
EP 745948 A2 E 10  
Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LI LU MC  
NL PT SE  
US 5643088 A 9

Abstract (Basic): EP 745948 A

The game playing appts. has a communication mechanism (19) providing each player with the common game and interactive **advertising**. A control unit (10) **receives** the game and **advertising** inputs from the players input mechanisms (17) using a visual display (16).

The unit **receives** both data streams selectively or jointly associated with the inputs and the display. A central **computer** (11) **transmits** and **downloads** game and **advertising** messages to the control unit, and **receives** uploaded game and **advertising** data from the unit related to the inputs.

For use with standard television signal, cable, satellite or other **transmission** technique.

ADVANTAGE - Provides game of skill or chance simultaneously by several players remote from each other and provides for interleaved **advertising**.

Dwg.1/7

Title Terms: NET; WORK; **GAME** ; APPARATUS; INTERLEAVED; INTERACT;  
**ADVERTISE** ; CONTROL; **RECEIVE** ; **GAME** ; **ADVERTISE** ; INPUT; PLAY; CENTRAL  
; **COMPUTER** ; **TRANSMIT** ; **GAME** ; **ADVERTISE** ; MESSAGE; CONTROL; UNIT

Derwent Class: P36; T01; W02; W03; W04; W05

International Patent Class (Main): **A63F-009/24** ; **G06F-019/00**

File Segment: EPI; EngPI

13/5/19 (Item 19 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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010214549 \*\*Image available\*\*

WPI Acc No: 95-115803/199516

**Coupon for e.g. competition, advertisement - has pressure sensitive adhesive layer contg. space for receiving label contg. information readable by electronic reader** NoAbstract

Patent Assignee: SETTON A E (SETT-I)

Inventor: SETTON A E

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
BR 9303320	A	19950307	BR 933320	A	19930809	A63F-003/08	199516 B

Priority Applications (No Type Date): BR 933320 A 19930809

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent  
BR 9303320 A 1

Abstract (Basic): BR 9303320 A

Dwg.1-4/4

Title Terms: COUPON; COMPETE; **ADVERTISE** ; PRESSURE; SENSITIVE; ADHESIVE;  
LAYER; CONTAIN; SPACE; **RECEIVE** ; LABEL; CONTAIN; INFORMATION; READ;  
ELECTRONIC; READ; NOABSTRACT

Derwent Class: P36; T04

International Patent Class (Main): **A63F-003/08**

File Segment: EPI; EngPI

13/5/20 (Item 20 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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010076066 \*\*Image available\*\*

WPI Acc No: 94-343779/199443



XRPX Acc No: N94-269784

**Board game involving identification of TV commercial(s) - is played in conjunction with video cassette tape posing questions for players to solve and including segments of TV or film advertisements**

Patent Assignee: SAGE-PASSANT P (SAGE-I)

Inventor: SAGE-PASSANT P

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2277878	A	19941116	GB 944329	A	19940307	A63F-009/18	199443 B

Priority Applications (No Type Date): GB 934629 A 19930306

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
GB 2277878	A		10			

Abstract (Basic): GB 2277878 A

The board (1) is divided into a TV switch zone (2) and an initial playing zone (3). The latter comprises an annular ring of squares (4), each carrying a message or instruction for a player landing on that square. In the centre of this zone a space is delineated for a 'fridge' (5) for TV dinner tokens and spaces (7) for question cards (8).

The **video** tape loaded at the start of the **game** has randomly numbered segments, pref. of TV or film **advertisements** associated with, say, a particular decade. The players throw a die or dice and move a corresp. distance around the board, following instructions indicated on a square landed on. The object is to turn off the TV. To do this a player must collect a min. of four TV dinner tokens as they progress around the board and take them along the TV **switches** to the off **switch**. A token can be won by identifying a commercial break correctly.

Dwg.1/5

Title Terms: BOARD; **GAME** ; IDENTIFY; TELEVISION; COMMERCIAL; PLAY; CONJUNCTION; **VIDEO** ; CASSETTE; TAPE; POSE; QUESTION; PLAY; SOLVING; SEGMENT; TELEVISION; FILM; ADVERTISE

Derwent Class: P36; W04

International Patent Class (Main): **A63F-009/18**

File Segment: EPI; EngPI

13/5/21 (Item 21 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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009722153 \*\*Image available\*\*

WPI Acc No: 94-002003/199401

XRPX Acc No: N94-001579

**Add-on graphics facility for video amusement machine - provides e.g. advertising display material interrupting normal video during period determined to correspond to attract mode only**

Patent Assignee: CANDY G W (CAND-I)

Inventor: CANDY G W

Number of Countries: 009 Number of Patents: 007

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2268861	A	19940119	GB 9215122	A	19920716	B	199401 B
EP 579505	A1	19940119	EP 93305594	A	19930716	B	199403
US 5412404	A	19950502	US 931	A	19930122	B	199523
GB 2268861	B	19960515	GB 9215122	A	19920716	B	199623
EP 579505	B1	19970326	EP 93305594	A	19930716	B	199717
DE 69309166	E	19970430	DE 609166	A	19930716	B	199723
			EP 93305594	A	19930716		
ES 2102601	T3	19970801	EP 93305594	A	19930716	B	199737

Priority Applications (No Type Date): GB 9215122 A 19920716

Cited Patents: DE 3048393; DE 3229634; GB 2091069; GB 2141907; WO 8203318; WO 9214526

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
GB 2268861	A		29			
EP 579505	A1	E	14			
Designated States (Regional): BE DE ES FR GR IT NL						
US 5412404	A		12			
GB 2268861	B		1			
EP 579505	B1	E	16			
Designated States (Regional): BE DE ES FR GR IT NL						
DE 69309166	E			Based on		EP 579505
ES 2102601	T3			Based on		EP 579505

Abstract (Basic): GB 2268861 A

The add-on appts. examines the states of various control elements of the machine, such as a joystick or **switch**, to detect inactivity for a period exceeding e.g. twenty seconds. Having determined that the machine is not being played, the appts. interrupts the normal video which would be displayed during the attract mode. **Alternative** images, e.g. **advertisements**, are then supplied to the machine's display via a video **switch** (46).

Where the machine itself provides an attract mode signal, this may be used to control video switching by sensing via a standard interface. The nature of the graphics displayed may be altered by programming via a connector (52) with a personal computer for example, or alternately remote programming via a telephone line can be employed.

USE/ADVANTAGE - E.g. arcade type game. Facility to sense machine inactivity without necessarily relying on attract mode signal being available, enables retro-fitting to wide range of machines. Variations in programming, e.g. for local advertisements, can be remotely controlled.

Dwg.2/4

Title Terms: ADD; GRAPHIC; FACILITY; VIDEO; AMUSE; MACHINE; ADVERTISE;  
DISPLAY; MATERIAL; INTERRUPT; NORMAL; VIDEO; PERIOD; DETERMINE;  
CORRESPOND; ATTRACT; MODE

Derwent Class: P36; P85; T01; W04

International Patent Class (Main): **A63F-009/22** ; G09G-005/00

File Segment: EPI; EngPI

**13/5/22 (Item 22 from file: 351)**

DIALOG(R) File 351:DERWENT WPI

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009167216 \*\*Image available\*\*

WPI Acc No: 92-294650/199236

XRPX Acc No: N92-225752

Video **graphics generator for amusement machine - displays advertisements as alternative to usual graphics designed to attract customer to play game**

Patent Assignee: CANDY G W (CAND-I)

Inventor: CANDY G W

Number of Countries: 016 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2253325	A	19920902	GB 913936	A	19910226	A63F-009/22	199236 B
WO 9214526	A1	19920903	WO 92GB344	A	19920226	A63F-009/22	199238

Priority Applications (No Type Date): GB 913936 A 19910226

Cited Patents: DE 3048393; GB 2091069; GB 2141907; WO 8203318

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
GB 2253325	A		18			
WO 9214526	A1	E	16			

Designated States (National): JP US

Designated States (Regional): AT BE CH DE DK ES FR GB GR IT LU MC NL SE

Abstract (Basic): GB 2253325 A

A video graphics generator is provided for an amusement machine

which is operable in a first, 'attract', mode and a second, play, mode. It includes a video display device, a user operable play selector and a machine controller operable in both the first mode and, in response to activation of the play selector, in the second mode to output video signals for driving the display device.

The video graphics generator comprises a programmable memory responsive to operation of the amusement machine in the first mode to interrupt the video signals output by the machine controller for a set interval and to substitute **alternative** video signals e.g.

**advertisements** for display on the video display device during the interval. The video graphics generator is pref. in the form of an add-on unit for an existing amusement machine, but could be incorporated as an integral part of such a machine.

ADVANTAGE - Machine can display adverts when not being used, to generate revenue for owner.

Dwg.2/3

Title Terms: **VIDEO** ; GRAPHIC; GENERATOR; AMUSE; MACHINE; DISPLAY;  
**ADVERTISE** ; **ALTERNATIVE** ; USUAL; GRAPHIC; DESIGN; ATTRACT; CUSTOMER;  
PLAY; **GAME**

Derwent Class: P36; T01; W04

International Patent Class (Main): **A63F-009/22**

File Segment: EPI; EngPI

13/5/23 (Item 23 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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007602755 \*\*Image available\*\*

WPI Acc No: 88-236687/198834

XRPX Acc No: N88-179845

**Interleaving video fields of multiple programs for viewer selection - displaying until new, successive field is selected to update currently stored field and providing appearance of continuous movement**

Patent Assignee: PERKINS J D (PERK-I); HASBRO INC (HASB-N); ISIX INC (ISIX-N)

Inventor: PERKINS J D

Number of Countries: 006 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
EP 279410	A	19880824	EP 88102238	A	19880216		198834 B
AU 8811753	A	19880825					198843
JP 63231942	A	19880928	JP 8837294	A	19880219		198845
US 4847690	A	19890711	US 8716670	A	19870219		198935
CA 1331488	C	19940816	CA 558151	A	19880204	H04N-007/08	199435
EP 279410	B1	19950628	EP 88102238	A	19880216	H04N-007/08	199530

Priority Applications (No Type Date): US 8716670 A 19870219

Cited Patents: A3...9134; GB 2148069; No-SR.Pub; US 3902007; US 4027333; US 4159480; US 4656512

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
EP 279410	A	E	33			
Designated States (Regional): FR GB						
US 4847690	A		31			
EP 279410	B1	E	38			
Designated States (Regional): FR GB						

Abstract (Basic): EP 279410 A

The video field interleaving involves using a video signal formed for displaying one field of one of the displayable programs. Another video signal is formed for displaying another field of a second displayable program after the first. Two more signals are formed for displaying subsequent fields of the first two programs after the second and third video signals. Successive video signals are recurrently formed for displaying subsequent fields of the displayable programs.

In this manner, a sequence of rapidly updated, fixed or frozen video fields provides the appearance of continuous movement of

displayed images. Audio signals are included in the video fields in sync. with selected video fields. The sequence of interleaved video fields may be assembled in real time or stored as a video tape recording, and the information needed to re-assemble correlated video fields of a selector displayable program from the sequence of interleaved video fields is included in the horizontal scans or traces of each video field in the sequence.

USE/ADVANTAGE - TV or telemetry displays and **video games** or tutorial programs. Succession of choices of alternate program materials are stored to recreate the viewer's 'edited' version of composite **video** signal, several selectable programs may be prepared for simultaneous **transmission** e.g. via cable TV for the viewers selection in real time.

Title Terms: INTERLEAVED; VIDEO; FIELD; MULTIPLE; PROGRAM; VIEW; SELECT; DISPLAY; NEW; SUCCESSION; FIELD; SELECT; UPDATE; CURRENT; STORAGE; FIELD; APPEAR; CONTINUOUS; MOVEMENT

Index Terms/Additional Words: TELEVISION; CABLE; **VIDEO** ; **GAME**

Derwent Class: P75; W02; W04

International Patent Class (Main): **H04N-007/08**

International Patent Class (Additional): B41J-003/00; **H04N-005/60**

File Segment: EPI; EngPI

13/5/24 (Item 24 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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007515744 \*\*Image available\*\*

WPI Acc No: 88-149677/198822

XRPX Acc No: N88-114313

**Automated national bingo game using mains modulation or radio link - has interface connection allowing signals to be sent to memory, display and control unit without affecting printer signals**

Patent Assignee: ROBINSON A W (ROBI-I)

Inventor: ROBINSON A W

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2197971	A	19880602	GB 8628576	A	19861128		198822 B

Priority Applications (No Type Date): GB 8628576 A 19861128

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
GB 2197971	A		10				

Abstract (Basic): GB 2197971 A

An **electronic** memory unit allows a National Bingo **Game** (or similar distributed location arrangements, involving **transmission** of Bingo **game** number sequences from a central point to remote halls via telephone link, radio **transmission** , or other communication medium) ninety number random sequence **transmissions** to be stored for later recall and display. The unit is coupled in parallel with a **computer** printer and stores the numbers in non-volatile memory without the need for handshake signals. Two sets of 90 number sequences are automatically checked to ensure one set is identical to the other, and that each set contains 90 discrete numbers in the range 1-90.

The stored random sequences of numbers are prevented from being displayed unless the checking conditions have been met. The memory unit is caused to forget the stored numbers after a pre-arranged time delay, to prevent accidental recall and display of previously **transmitted** numbers. Electronics allow recalled numbers from memory to be displayed on a monitor TV or **advertising** video information display connected to the unit by a cable, by modulation of the radio, ultrasonic or infra-red link. This prevents errors arising from operator read-out of

GAME; MAINS; MODULATE; RADIO; LINK,

INTERFACE; CONNECT; ALLOW; SIGNAL; **SEND** ; MEMORY; DISPLAY; CONTROL; UNIT  
; AFFECT; PRINT; SIGNAL  
Index Terms/Additional Words: AUTOMATIC; NATION; BINGO; GAME; MAINS; MODULA  
Derwent Class: P36; T01; W04  
International Patent Class (Additional): **A63F-003/06 ; G06F-015/44**  
File Segment: EPI; EngPI

13/5/25 (Item 25 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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004511630  
WPI Acc No: 86-014974/198603  
XRPX Acc No: N86-010980

Electronic competition **system using video games - uses data processor to check credit card entry to allow access**  
Patent Assignee: KLAYH J A (KLAY-I)  
Inventor: BARAKAT M; HANCHARYK A; KLAYH J S; SUMKA G H; THACHER K E;  
BARAKAT M A; HANCHARYK J S; KLAYH J A  
Number of Countries: 004 Number of Patents: 008  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
DE 3522136	A	19860109	DE 3522136	A	19850621		198603 B
GB 2161629	A	19860115	GB 8516061	A	19850625		198603
GB 2194369	A	19880302	GB 8522361	A	19850625		198809
CA 1245361	A	19881122					198851
GB 2161629	B	19890517					198920
GB 2194369	B	19890517					198920
US 5083271	A	19920121	US 88228847	A	19880803		199206
US 5917725	A	19990629	US 85749311	A	19850626	G06F-017/161	199932
			US 88228847	A	19880803		
			US 91779084	A	19911018		
			US 93144499	A	19931102		
			US 95449693	A	19950524		

Priority Applications (No Type Date): CA 457628 A 19840627  
Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
DE 3522136	A		47			
US 5083271	A		24			
US 5917725	A			Cont of	US 85749311	
				Cont of	US 88228847	
				Cont of	US 91779084	
				Cont of	US 93144499	
				Cont of		US 5083271

Abstract (Basic): DE 3522136 A

A number of **video game** units is coupled via an interface to a telephone line. Each unit has an associated **video** monitor (2). Each interface has an associated card reader. A central processor is coupled over the telephone line with the interface modules.

In addition the system may be coupled to remotely located **video game** units which have monitors, interfaces and card readers. The units are coupled by Modems to a telephone line or cable to the central processor. A user enters a credit card into the terminal and is allocated access on a time basis to the **video game** units.

USE - Multi-user access to **video game contest** equipment.  
0/3

Title Term **TRONIC ; COMPETE; SYSTEM; VIDEO ; GAME ; DATA;**  
**CREDIT; CARD; ENTER; ALLOW; ACCESS**  
W01; W04  
(Main): **G06F-017/161**  
(Additional): **A63F-009/22 ; G06F-007/04 ;**

13/5/26 (Item 26 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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004175042

WPI Acc No: 85-001922/198501

XRPX Acc No: N85-001285

Video game appts. with advertising facility - uses controller to  
actuate switch to allow video player to operate display when game  
is not being played

Patent Assignee: GILMORE M (GILM-I)

Inventor: OLEARY P A; VESEY N

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2141907	A	19850103	GB 8315201	A	19830602		198501 B

Priority Applications (No Type Date): GB 8315201 A 19830602

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
GB 2141907	A		9			

Abstract (Basic): GB 2141907 A

Advertising material is stored on a video player (9). When a game is being played, control electronics (10) switches the tv screen (6) to show the output from game circuitry. When the machine is free, the electronics would switch over the screen (6) to the video player in order to display the advertising material.

The only links between the advertising and the game hardware are the control signals and the switching of the video output. Two control signals are provided, one to indicate when a coin is inserted and the other to show whether a game is being played or not. If desired these two signals can be combined. These signals also ensure that adverts do not interrupt a game and also allow a game to be played while an advert is being shown. The game section comprises a microprocessor for starting to run a programme stored in a ROM. A RAM is used to store players scores etc and for the VDU screen memory.

USE - For clubs, public houses or amusement arcades.

2/4

Title Terms: VIDEO ; GAME ; APPARATUS; ADVERTISE ; FACILITY; CONTROL;

ACTUATE; SWITCH ; ALLOW; VIDEO ; PLAY; OPERATE; DISPLAY; GAME ; PLAY

Derwent Class: P85; T01; T05; W04

International Patent Class (Additional): G06F-003/15 ; G09F-023/14

File Segment: EPI; EngPI

13/5/27 (Item 27 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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003381175

WPI Acc No: 82-N9210E/198242

Electronic game furniture - has CRT visible through table carrying  
controls with remote electronic circuitry enabling reduced size and  
increased knee room

Patent Assignee: HORAN P (HORA-I)

Inventor: HORAN P

Number of Countries: 012 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 8203318	A	19821014					198242 B
EP 75564	A	19830406					198315

Priority Applications (No Type Date): US 81287297 A 19810727; AU 818277 A 19810402

Cited Patents: CH 534530; FR 7519023; GB 2061739; US 4173024; US 4247106; US 4302011

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent  
WO 8203318 A E 37  
Designated States (National): AU JP  
Designated States (Regional): AT BE CH DE FR GB LU NL SE  
EP 75564 A E  
Designated States (Regional): AT BE CH DE FR GB LI LU NL SE

Abstract (Basic): WO 8203318 A

The game furniture table (1) with controls (6) on each side carries a CRT (4) coplanar with its top surface. The tube is remotely driven by circuitry (20), which may be mounted in one of the seats (14) fixed either side of the table, to which it is connected by a cable (24).

On the underside of the table a housing (7) encases the tube and terminates in a longitudinally extending box structure. Since the table structure yousehouses only the CRT and side-mounted controls, the knee room beneath it is increased. In one arrangement the game appts. may, when not in use by players, **alternately** display the game board in an 'attract' mode and **advertising** information e.g supplied from a VCR.

1/11

Title Terms: **ELECTRONIC** ; **GAME** ; FURNITURE; CRT; VISIBLE; THROUGH; TABLE; CARRY; CONTROL; REMOTE; **ELECTRONIC** ; CIRCUIT; ENABLE; REDUCE; SIZE; INCREASE; KNEE; ROOM  
Derwent Class: P25; P36; V04; W04  
International Patent Class (Additional): A47B-081/06; **A63F-009/22**  
File Segment: EPI; EngPI

13/5/28 (Item 28 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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003338183

WPI Acc No: 82-J6196E/198229

Video game **machine displaying commercial** advertisements - **uses system programme to cause microprocessor unit to switch out of game sequence and into advertisement period**

Patent Assignee: COMPUTER FIELD SUPP (COMP-N)

Inventor: WEDDELL R

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2091069	A	19820721					198229 B

Priority Applications (No Type Date): GB 8116298 A 19810528; GB 81794 A 19810112; GB 82820 A 19820112

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent  
GB 2091069 A 2

Abstract (Basic): GB 2091069 A

Whilst the **video game** is in the 'attach mode', the system programme will cause a microprocessor unit to **switch** out of the **game** demonstration sequence and into the first **advertisement** period encoded on the peripheral hardware.

Following the advertisement, an **electronic** 'flag' causes the microprocessor unit to reset the **video game** demonstration sequence which will then recommence. This sequence continues to repeat until a proposed player inserts a coin into the device, this causes the microprocessor to re-set the **game** sequence.

Title Terms: **VIDEO** ; **GAME** ; MACHINE; DISPLAY; COMMERCIAL; **ADVERTISE** ; SYSTEM; PROGRAMME; CAUSE; MICROPROCESSOR; UNIT; **SWITCH** ; **GAME** ; SEQUENCE; **ADVERTISE** ; PERIOD

Index Terms/Additional Words: **MICROPROCESSOR** ; **UNIT**

Derwent Class: T01; W04; W05

International Patent Class (Additional): **G06F-003/15**

File Segment: EPI

13/5/29 (Item 29 from file: 347)  
DIALOG(R)File 347:JAPIO  
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05791186 \*\*Image available\*\*  
VENDING MACHINE, PAY-OUT CONTROL METHOD THEREFOR AND IMAGE DISPLAY METHOD

PUB. NO.: 10-074286 [JP 10074286 A]  
PUBLISHED: March 17, 1998 (19980317)  
INVENTOR(s): MIYAMOTO KOSHIRO  
APPLICANT(s): SEGA ENTERP LTD [400891] (A Japanese Company or Corporation),  
JP (Japan)  
APPL. NO.: 09-209137 [JP 97209137]  
FILED: August 04, 1997 (19970804)  
INTL CLASS: [6] G07F-009/02; G07F-009/02; **A63F-009/22**  
JAPIO CLASS: 29.4 (PRECISION INSTRUMENTS -- Business Machines); 30.2  
(MISCELLANEOUS GOODS -- Sports & Recreation)  
JAPIO KEYWORD:R026 (FOOD PRODUCTS -- Instant Foods); R088 (PRECISION  
MACHINES -- Automatic Vending Machines)

#### ABSTRACT

PROBLEM TO BE SOLVED: To positively enjoy during waiting time by an image operation and to dissolve boredom by providing a dynamic image operation means for operating dynamic images independent of an ordering operation.  
SOLUTION: An **advertisement** screen is projected on a monitor television 6 at first, and when a customer feeds coins, the monitor television 6 is **changed** to a selector screen and words are uttered from a speaker 47. When the customer presses a flavor selection button, only the characters of the flavor are displayed on the screen of the monitor television 6, the words are uttered and the screen of the monitor television 6 is **changed** to the screen of the inside of a plant. Further, the characters of 'please help by turning a handle!' appear on the screen of the monitor television 6 and the words of 'stir well to make it delicious' are uttered from the speaker 47 as well. In such a manner, the successively changing screen of the monitor television 6 and the words are enjoyed while popcorn is cooked with a microwave and a kind of a **video game** enjoyed by the customer by participating in the **change** of the **video** images of the monitor television 6 himself/herself by turning the handle is provided.

13/5/30 (Item 30 from file: 347)  
DIALOG(R)File 347:JAPIO  
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05484333 \*\*Image available\*\*  
ONBOARD GAME PROCEDURE AUTOMATIC RECORDER

PUB. NO.: 09-099133 [JP 9099133 A]  
PUBLISHED: April 15, 1997 (19970415)  
INVENTOR(s): WATABIKI MASAYUKI  
OKI NORIHIRO  
APPLICANT(s): WATABIKI MASAYUKI [000000] (An Individual), JP (Japan)  
OKI NORIHIRO [000000] (An Individual), JP (Japan)  
APPL. NO.: 07-282433 [JP 95282433]  
FILED: October 04, 1995 (19951004)  
INTL CLASS: [6] **A63F-003/02** ; G06T-001/00  
JAPIO CLASS: 30.2 (MISCELLANEOUS GOODS -- Sports & Recreation); 45.9  
(INFORMATION PROCESSING -- Other)  
JAPIO KEYWORD:R012 (OPTICAL FIBERS)

#### ABSTRACT

PROBLEM TO BE SOLVED: To automatically gather and preserve recording of a **game** by performing signal conversion-processing and AD conversion on an **electronic** image captured and obtained by a solid image pickup element by passing an image on a **game** board through an optical system, and storing a **digital** signal in field memories by a DMA system.

SOLUTION: This automatic recorder to automatically record a process of a



start of a **game** (such as Go **game** , a Japanese chess and a chess) according to a procedure, guides an onboard image captured by an optical system 1 to a solid image pickup element 2 by optical fiber 103, and here, converts it into an **electronic** image. Next, after preprocessing such as extraction of a brightness signal, separation of a synchronizing signal and amplification of a signal is performed in a signal processing circuit 4, it is converted into a **digital** signal by an **AD** converter 5, and is transferred to and stored in field memories 7 (71 and 72) through a **switch** 6 by a DMA system. After coordinates of the memories 7 are calibrated by a CPU 9, a **change** quantity is extracted by a comparator 8, and is stored in a VRAM 10.

13/5/31 (Item 31 from file: 347)  
DIALOG(R)File 347:JAPIO  
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05020121 \*\*Image available\*\*  
SCREEN SWITCHING METHOD AND GAME MACHINE USING IT

PUB. NO.: 07-312721 [JP 7312721 A]  
PUBLISHED: November 28, 1995 (19951128)  
INVENTOR(s): IWADA TAKASHI  
NAKANISHI HITOSHI  
MATSUOKA YUICHI  
APPLICANT(s): SEGA ENTERP LTD [400891] (A Japanese Company or Corporation),  
JP (Japan)  
APPL. NO.: 06-128181 [JP 94128181]  
FILED: May 18, 1994 (19940518)  
INTL CLASS: [6] **H04N-005/262 ; A63F-009/22 ; H04N-007/18**  
JAPIO CLASS: 44.6 (COMMUNICATION -- Television); 30.2 (MISCELLANEOUS GOODS  
-- Sports & Recreation)

#### ABSTRACT

PURPOSE: To attain continuous screen switching by converting screens A, B into sprite image data, fixing the data to different faces of a polygon, displaying the data onto a monitor while turning and moving the polygon and displaying the screen B from the screen A.

CONSTITUTION: The following operations are conducted by using a scroll background scroll data and sprite **video** RAM and a **video** display processor or the like based on a CPU and a program stored in a ROM: When the display is **switched** from a final screen 60 (**ad** ) to start screen 61 in the case of screen **change** , the screens 60, 61 are converted into sprite image data and fixed onto different and adjacent faces of a hexahedron. Then the data are displayed on the display screen 70 of a monitor while moving and turning the hexahedron in the direction of the arrow and finally only the screen 61 is displayed from the start screen 60 to **change** the screens. Thus, screen **change** is conducted continuously and a very interesting **video game** is realized.

13/5/32 (Item 32 from file: 347)  
DIALOG(R)File 347:JAPIO  
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03657282 \*\*Image available\*\*  
**VIDEO GAME MACHINE**

PUB. NO.: 04-022382 [JP 4022382 A]  
PUBLISHED: January 27, 1992 (19920127)  
INVENTOR(s): UCHIDA MAKOTO  
APPLICANT(s): SEGA ENTERP LTD [400891] (A Japanese Company or Corporation),  
JP (Japan)  
APPL. NO.: 02-127170 [JP 90127170]  
FILED: May 17, 1990 (19900517)  
INTL CLASS: [5] **A63F-009/22 ; G09G-005/00**  
JAPIO CLASS: 30.2 (MISCELLANEOUS GOODS -- Sports & Recreation); 44.9

(COMMUNICATION -- Other)

JOURNAL: Section: C, Section No. 935, Vol. 16, No. 180, Pg. 110, April  
30, 1992 (19920430)

#### ABSTRACT

PURPOSE: To display a shop's name useful for enhancing the identity of the shop within a screen by calling a recorded symbol group, synthesizing it with a general picture plane, and displaying the resulting picture plane in a part of the displayed picture plane of general mode at fixed time intervals.

CONSTITUTION: When a test **switch** 6 is pushed to return a picture plane to general mode, a CPU 15 executes the program of a **game** picture plane from a ROM 16 until a coin is inputted and **transmits** an **advertising** image signal in the program to a RAM 17. The RAM 17 projects the **advertising** picture plane on a CRT screen 5, and also calls a character signal recorded in a RAM 19, and **transmits** an image synthesized by adding the character signal to the **advertising** image signal at fixed time intervals to the RAM 17 to display a character line on the CRT screen 5 for a fixed time. In a **video game** machine, a character line 'WELCOME TO' is momentarily displayed on the upper part of the CRT screen 5 at the time of starting the **advertising** picture plane or **game**, and, thereafter, a character line selected by the shop input mode of test mode is displayed in the same position as WELCOME TO and erased.

13/5/33 (Item 33 from file: 347)

DIALOG(R)File 347:JAPIO

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01285687 \*\*Image available\*\*

**ELECTRONIC TIME PIECE WITH GAME**

PUB. NO.: 58-223087 [JP 58223087 A]

PUBLISHED: December 24, 1983 (19831224)

INVENTOR(s): ONDA MASATO

HASEGAWA SHIGEJI

APPLICANT(s): SHARP CORP [000504] (A Japanese Company or Corporation), JP  
(Japan)

APPL. NO.: 57-105987 [JP 82105987]

FILED: June 18, 1982 (19820618)

INTL CLASS: [3] G04G-001/00; **A63F-009/00**

JAPIO CLASS: 29.3 (PRECISION INSTRUMENTS -- Horologe); 30.2 (MISCELLANEOUS  
GOODS -- Sports & Recreation)

JAPIO KEYWORD: R005 (PIEZOELECTRIC FERROELECTRIC SUBSTANCES); R011 (LIQUID  
CRYSTALS); R109 (INSTRUMENTATION -- Digital Clocks & Watches)  
; R131 (INFORMATION PROCESSING -- Microcomputers &  
Microprocessors)

JOURNAL: Section: P, Section No. 267, Vol. 08, No. 79, Pg. 117, April  
11, 1984 (19840411)

#### ABSTRACT

PURPOSE: To improve the amusing quality of a game by enabling the display of the best score for a game during the operation of a desired switch in the game display mode.

CONSTITUTION: In the display mode of a game, a ball B is struck back with a left racket L and a right racket R and a score is displayed. When the ball B fails to be struck, the lamp for an error ball B(sub 9) comes on for indication of an error that a ball flies past behind the racket R and then, upon the end of the game, the display mode of the game is entered with an automatic **switch**. To score thus gained is composed with the best score memorized in a memory circuit of an LSI and when it is larger than that, the memorized value is rewritten. In the display mode of the game, the best score can be displayed **ad** desired by the operation of a **switch**

Set	Items	Description
S1	256	AU=EBISAWA K?
S2	59440	GAME? OR ARCADE OR VIDEOGAME OR COMPUTERGAME OR RPG
S3	72130	AD OR ADVERTIS? OR BANNER? OR MARKETING OR COMMERCIAL?
S4	4	S1 AND S2
S5	6	S1 AND S3
S6	7	S4 OR S5
S7	7	IDPAT (sorted in duplicate/non-duplicate order)
S8	5	IDPAT (primary/non-duplicate records only)

File 344:Chinese Patents ABS Apr 1985-2000/Feb  
(c) 2000 European Patent Office

File 347:JAPIO Oct 1976-1999/Nov(UPDATED 000515)  
(c) 2000 JPO & JAPIO

File 351:DERWENT WPI 1963-2000/UD=, UM=, & UP=200025  
(c) 2000 Derwent Info Ltd

8/5/1 (Item 1 from file: 344)

DIALOG(R)File 344:Chinese Patents ABS

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4184824

**GAME MACHINE SYSTEM, BROADCASTING SYSTEM, DATA DISTRIBUTION SYSTEM AND ITS METHOD, AND PROGRAM EXECUTING DEVICE AND ITS METHOD**

Patent Assignee: SONY CORP (JP)

Author (Inventor): **EBISAWA KAN** (JP)

Number of Patents: 033

Patent Family:

CC	Number	Kind	Date	
CN	1214825	A	990421	(Basic)
AT	905928	R1	990331	
AU	9829974	W1	980709	
AU	5340598	A1	980731	
BE	905928	R1	990331	
BR	9829974	W1	980709	
CA	2245887	AA	980709	
CA	9829974	W1	980709	
CH	905928	R1	990331	
CN	9829974	W1	980709	
DE	905928	R1	990331	
DK	905928	R1	990331	
EP	9829974	W1	980709	
EP	905928	A1	990331	
ES	905928	R1	990331	
FR	905928	R1	990331	
GB	905928	R1	990331	
ID	9829974	W1	980709	
IE	905928	R1	990331	
IT	905928	R1	990331	
JP	9829974	W1	980709	
KR	9829974	W1	980709	
LI	905928	R1	990331	
LU	905928	R1	990331	
MX	9829974	W1	980709	
NL	905928	R1	990331	
PT	905928	R1	990331	
RU	9829974	W1	980709	
SE	905928	R1	990331	
SG	9829974	W1	980709	
US	9829974	W1	980709	
VN	9829974	W1	980709	
WO	9829974	A1	980709	

Application Data:

CC	Number	Kind	Date
*JP	345602	A	961225
CN	97193282	A	971225

8/5/2 (Item 2 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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011269893 \*\*Image available\*\*

WPI Acc No: 97-247796/199723

XRPX Acc No: N97-204300

**Video data receiver apparatus for broadcast video data - has storage unit for holding insertion data or advertisement data units which are broadcast as package before main program data, which can be viewed with or without insertion data to suit user**

Patent Assignee: SONY CORP (SONY )

Inventor: **EBISAWA K**

Number of Countries: 008 Number of Patents: 008

Patent Family:

Patent No	Kind	Date	Applicat	No	Kind	Date	Main IPC	Week
EP 772360	A2	19970507	EP 96307782	A	19961028	H04N-007/16		199723 B

AU 9670393 A 19970508 AU 9670393 A 19961024 H04N-007/173 199727  
 JP 9130346 A 19970516 JP 95282144 A 19951030 H04H-001/02 199730  
 CA 2188733 A 19970501 CA 2188733 A 19961024 H04N-007/16 199735  
 EP 772360 A3 19971126 EP 96307782 A 19961028 H04N-007/16 199816  
 KR 97024983 A 19970530 KR 9649857 A 19961030 H04N-005/44 199824  
 AU 701495 B 19990128 AU 9670393 A 19961024 H04N-007/173 199916  
 US 5886731 A 19990323 US 96736603 A 19961025 H04N-005/262 199919  
 Priority Applications (No Type Date): JP 95282144 A 19951030  
 Cited Patents: No-SR.Pub; EP 355697; EP 536628; EP 656718; WO 9003706

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
EP 772360	A2	E	24				

Designated States (Regional): DE FR GB

JP 9130346 A 16

AU 701495 B Previous Publ. AU 9670393

Abstract (Basic): EP 772360 A

The video data receiving apparatus has a receiver for detecting transmitted program data to display program video and **commercial** or **advertisement** data. An input device inputs insertion condition data to control insertion timing and/or insertion quantity of the **commercial** data.

A display unit displays the program video and/or the **commercial** video. An insertion device inserts the **commercial** or **advertisement** data based on the insertion condition data and outputs the data to the display.

ADVANTAGE - Program data can be provided in form desired by viewer e.g. without **advertisement** units or at selected intervals.

Dwg.1/11

Title Terms: VIDEO; DATA; RECEIVE; APPARATUS; BROADCAST; VIDEO; DATA; STORAGE; UNIT; HOLD; INSERT; DATA; **ADVERTISE** ; DATA; UNIT; BROADCAST; PACKAGE; MAIN; PROGRAM; DATA; CAN; VIEW; INSERT; DATA; SUIT; USER

Derwent Class: W01; W02; W03

International Patent Class (Main): H04H-001/02; H04N-005/262; H04N-005/44; H04N-007/16; H04N-007/173

International Patent Class (Additional): H04H-001/00; H04H-001/08; H04H-007/04; H04H-009/00; H04J-003/26; H04N-005/265; H04N-007/08; H04N-007/081; H04N-007/30; H04N-007/58

File Segment: EPI

8/5/3 (Item 3 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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011089698 \*\*Image available\*\*

WPI Acc No: 97-067623/199707

XRPX Acc No: N97-055620

**Video game executing system for game including advertisements - has advertisements stored along with game programme and updates these at given intervals for display along with game**

Patent Assignee: SONY CORP (SONY )

Inventor: **EBISAWA K**

Number of Countries: 014 Number of Patents: 010

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
EP 752678	A2	19970108	EP 96304685	A	19960625	G06F-019/00	199707 B
AU 9656239	A	19970109	AU 9656239	A	19960628	G09F-023/14	199710
JP 9010440	A	19970114	JP 95166682	A	19950630	A63F-009/22	199712
CA 2179874	A	19961231	CA 2179874	A	19960625	G09F-023/14	199718
TW 302457	A	19970411	TW 96107301	A	19960617	G06F-009/06	199728
SG 42423	A1	19970815	SG 9610185	A	19960629	G06F-019/00	199739
KR 97000294	A	19970121	KR 9624235	A	19960627	A63F-009/24	199801
BR 9602947	A	19980428	BR 962947	A	19960701	G06F-161/00	199823
US 5946664	A	19990831	US 96672116	A	19960627	G09F-023/14	199942
AU 708434	B	19990805	AU 9656239	A	19960628	G09F-023/14	199943

Priority Applications (No Type Date): JP 95166682 A 19950630

Cited Patents: -SR.Pub

Patent Details:

Patent	Kind	Lang	Pg	Filing	Notes	Application	Patent
EP 752678	A2	E	20				
Designated States (Regional): AT DE FR GB IT NL							
JP 9010440	A		14				
AU 708434	B			Previous Publ.			AU 9656239

Abstract (Basic): EP 752678 A

The **game** executing system includes a store for a **games** program. A receiver obtains **advertisement** data at given times. The received **advertising** data is then held in the store. The **game** program is executed and display data corresponding to the **advertising** data is output along with it.

The **advertising** data may be several **advertisements** which are displayed at different times when the **game** is activated. The **game** is stopped from operating when **advertising** data is not received at given times. A **game** program identification code is generated.

USE/ADVANTAGE - For home use or arcades, or companies. Adds **advertisements** to **games** as part of background scenery. Frequent updating.

Dwg.7/11

Title Terms: VIDEO; **GAME** ; EXECUTE; SYSTEM; **GAME** ; **ADVERTISE** ; **ADVERTISE** ; STORAGE; **GAME** ; PROGRAMME; UPDATE; INTERVAL; DISPLAY; **GAME**

Derwent Class: P36; P85; T01; W04

International Patent Class (Main): A63F-009/22; A63F-009/24; G06F-009/06; G06F-019/00; G06F-161/00; G09F-023/14

International Patent Class (Additional): G06F-017/00; H04B-010/10

File Segment: EPI; EngPI

8/5/4 (Item 4 from file: 347)

DIALOG(R)File 347:JAPIO

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05506538

AV DATA TRANSMITTER, AV DATA RECEIVER AND BROADCASTING SYSTEM

PUB. NO.: 09-121338 [JP 9121338 A]

PUBLISHED: May 06, 1997 (19970506)

INVENTOR(s): **EBISAWA KAN**

APPLICANT(s): SONY CORP [000218] (A Japanese Company or Corporation), JP (Japan)

APPL. NO.: 07-275955 [JP 95275955]

FILED: October 24, 1995 (19951024)

INTL CLASS: [6] H04N-007/173; H04N-005/93; H04N-005/937; H04N-007/16

JAPIO CLASS: 44.6 (COMMUNICATION -- Television)

JAPIO KEYWORD:R101 (APPLIED ELECTRONICS -- Video Tape Recorders, VTR)

ABSTRACT

PROBLEM TO BE SOLVED: To simplify equipment configuration and processing and to facilitate the transmission of **commercial** message program in a data transmitter to be used for NVOD.

SOLUTION: Partial AV data dividing AV data to be distributed every prescribed reproducing time are repeatedly distributed to respective channels when the data is transmitted. Then, the data are received while successively selecting those channels on the reception side so that the entire AV data can be viewed. Since it is enough for respective channels just to process one part of those AV data, equipment configuration and processing procedure can be simplified for both the transmitter and the receiver. Thus, the **commercial** message program can be reproduced together with a main program in the reception while being sent through the dedicated channel, the independency of **commercial** message program is improved and handling is facilitated.

8/5/5 (Item 5 from file: 347)

DIALOG(R)File 347:JAPIO  
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05506502      \*\*Image available\*\*  
VIDEO SYSTEM CAPABLE OF INTEGRATING **COMMERCIAL**      **ADVERTISEMENT**      AND METHOD  
FOR USING THE SYSTEM

PUB. NO.:        09-121302    [JP 9121302    A]  
PUBLISHED:      May 06, 1997 (19970506)  
INVENTOR(s):    **EBISAWA KAN**  
APPLICANT(s):   SONY CORP [000218] (A Japanese Company or Corporation), JP  
                  (Japan)  
APPL. NO.:      07-277875    [JP 95277875]  
FILED:          October 25, 1995 (19951025)  
INTL CLASS:     [6] H04N-005/262; H04M-011/08; H04N-007/173  
JAPIO CLASS:    44.6 (COMMUNICATION -- Television); 44.4 (COMMUNICATION --  
                  Telephone)  
JAPIO KEYWORD: R102 (APPLIED ELECTRONICS -- Video Disk Recorders, VDR)

#### ABSTRACT

PROBLEM TO BE SOLVED: To make it possible to integrate a **commercial advertisement** into video software in accordance with enterprise's demand by connecting a receiving side equipment having a TV monitor to a central controller through a communication line or the like.

SOLUTION: Data in a magneto-optical disk drive(MO) 4 are transferred to an HD-S 8 under the control of a controller 2 and a main data file is stored in a disk inserted into an HD-M 6. In starting video movie software, data stored in the HD-M 6 are converted into a high efficient code by an HNC 12 and transmitted to a communication line 16. The data are stored in a RAM 19 on the receiving side, decoded by an ENC 20 and displayed on a TV monitor 24 by a picture controller 22. When the disk in the MO 4 is substituted on the transmitting side, the **commercial advertisement** can be suitably updated.

02508669 Supplier Number: 45043027 (THIS IS THE FULLTEXT)

**Miller Expands Ad Relationship With NTN**

Electronic Marketplace Report, v8, n19, pN/A

Oct 4, 1994

ISSN: 1071-247X

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 525

**TEXT:**

The Miller Brewing Company signed a four-year strategic marketing partnership with NTN Communications, which includes advertising, program sponsorships and point-of-sale merchandising materials. The deal is worth more than \$1 million, according to an NTN spokesman, and is designed to increase visibility of Miller's products and NTN's interactive network in hospitality locations. The NTN Entertainment Network broadcasts, via satellite, interactive sports and trivia games in more than 2000 North American bars, restaurants and hotel lounges. The games are shown on TV monitors, with viewers playing against other participants in their own location and across the country using NTN's interactive device (EMR, Dec. '93). NTN claims more than seven million consumers participate each month. Miller has been advertising its Miller Lite brand on QB1, a live interactive football game, and Miller Genuine Draft on Showdown, an interactive trivia program, for two years. The new agreement calls for Miller to sponsor QB1 and Showdown and receive four 15-second ad spots per hour during NTN's 14-hour broadcast day. Advertisers Building Databases It is not known if Miller's advertisements will be truly interactive -- Miller officials were unavailable for comment. However, several NTN advertisers have recently used their NTN ads to gauge consumer awareness of their products and build prospecting databases. For example, at the end of a GM-sponsored show, NTN viewers were able to request more information about Chevrolet pickup trucks by keying in their names and addresses on the interactive device. General Motors collected between 30,000 and 40,000 prospect names as a result, according to Brad Barton, NTN director of national advertising. Chrysler is tracking the effectiveness of its ads for Neon, the company's newest model, by measuring viewer recall of its ad through a short quiz about the car's features during NTN programming. Other NTN advertisers include American Express, Kahlua, Cuervo Gold 1800, Sambuca, Ocean Spray, Captain Morgan Rum and Hiram Walker's Canadian Club. But Ocean Spray and American Express are the exceptions to the rule. NTN's hospitality location limits its advertising base, for the most part, to liquor marketers and car makers. Limited Ad Base Leads To New Locations, Apps To attract more advertisers, NTN is trying to reach consumers in other locations: NTN will become part of Main Street, GTE's interactive TV service, and LodgeNet, a hotelroom-based interactive TV service, in the near future. In June, NTN signed a letter of intent with Sony to develop and provide interactive programming for the Magic Cap personal communicator made by Sony and Motorola (see next story). NTN is also seeking growth by leveraging its technology for new electronic marketplace applications. Over the summer, the company teamed with luxury car maker Lexus to conduct an electronic auction of pre-owned Lexus cars among Lexus dealerships across the Western U.S. The auction was carried live to dealers over the Lexus Satellite Network, which was previously used for training and teleconferencing. Dealers were able to view images of pre-owned cars and bid against each other -- in real time -- through electronic signals carried by standard telephone lines. Bids were processed at NTN's Carlsbad, CA, headquarters. A total of 22 cars were purchased by 15 Lexus dealerships.

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Subscription: \$432 per year as of 9/94. Published 24 times per year.

Contact Simba Information Inc., Box 7430, Wilton, CT 06897. Phone

(203) 834-0033. FAX (203) 834-1771.

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PUBLISHER NAME: Cowles-SIMBA Information



INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); CMPT (Computers and Office Automation)  
?

02508669 Supplier Number: 45043027 (THIS IS THE FULLTEXT)

**Miller Expands Ad Relationship With NTN**

Electronic Marketplace Report, v8, n19, pN/A

Oct 4, 1994

ISSN: 1071-247X

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

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Subscription: \$432 per year as of 9/94. Published 24 times per year.

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PUBLISHER NAME: Cowles-SIMBA Information

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); CMPT (Computers and Office Automation)  
?